



Plain Talks

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GULF STATES UTILITIES COMPANY
MARCH, 1964



Plain Talks

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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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OUR COVER

EVERY year, throughout our service area, each town, city, parish and county, every civic, social and church organization will have some kind of fair, exhibition, bazaar, show or program. And at each of these functions you can count on GSUsers to be right in the middle of the action. On page 6 you will find a number of Lake Charles Gulf Staters hard at work at the Southwest District Fat Stock Show. Here are four other Gulf Staters and a friend who are also helping to support the show in another way—with their money—as they buy their tickets for one of the rodeo performances. In the ticket line, front to rear, are: Paula Davis, Sales; Wanda Bradford, T&D; Diane Carson, Accounting; Carolyn Mayer, home service advisor; and their friend, Barbara Miller. The Southwest District Fat Stock Show is one of the first to head each year's list of community projects and always has a good turnout of GSU volunteer workers. But there are many more to follow. Look around and see how many of your fellow Gulf Staters you see with sleeves rolled up and hard at work helping make the project a success.



GULF STATES UTILITIES COMPANY

For Your Information

Parkinson Again

C. NORTHCOAT PARKINSON, a respected British economist with a light writing style, has his eye on government again. He is remembered for two famous "Parkinson's laws." One is that expenditures rise to meet incomes, the other that work expands to occupy all the time of the number of people available to do it.

The other day he added this bit of insight: Nationalized industry tends to go bankrupt.

From the howl raised by the British Labour Party you'd think it weren't true. But Mr. Parkinson was merely stating what he had observed—in England and elsewhere. The British Railways are trying to avoid bankruptcy by lopping off trains and employees right and left. State-owned enterprises from India's steel plants to Russia's farms operate disappointingly and usually at prodigious losses.

Even in the United States, it's becoming commonplace to hear contrasts drawn between the dwindling service, rising rates and staggering losses of some government-run services and the improvements, low costs and healthy profits of our investor-owned telephone systems.

The lesson is repeated again and again. Recently New York City learned that it was subject to the same law. New York has a provision for the city to take over slum housing, make some repairs, raise the rent a bit and operate the apartments. The owners complain that they can't maintain the properties as the city wishes and still break even. New York now has reported that it can't either, even with the rent increases that were denied to the private owners.

It's an old story that the thousands of Federal enterprises that compete with private business do not make ends meet, and we taxpayers pick up the tab.

Experience is supposed to be the best teacher, but perhaps those among us who are advocating more Federal ownership of housing, railroads, power stations and the rest have had their hearing aids turned off.

Pure Label Law Needed For Legislative Programs

MANY well-known writers, professors and commentators would have us believe there are no Communists in the United States to speak of and no Socialists worth bothering about. There are only "liberals," as opposed to "conservatives."

But what makes a Socialist? Norman Thomas, a sincere and honest Socialist, says: "The advocacy of public power does not of itself make a Socialist . . . But, of course, the principle behind public development of power is socialistic, and it is rather childish to deny it."

Yet a great many people do deny it. Likewise, they would deny it is socialistic for government to fix wages and prices, or to place controls over business profits. But it is just as childish

to deny that these are socialistic as to deny public power is socialistic, and Mr. Thomas, who ought to know, makes that much clear.

Socialism generally has failed to work. That is one reason "liberals" deny that any of their programs are socialistic. Another reason is that Americans do not like socialism, although they can be misled as to what is and what is not socialism.

Government currently is delving into the labeling of consumer products. It ought to be equally concerned about labeling of legislative programs; it ought to call them socialistic when they are—and see whether the American people will go for them when they are correctly labeled.

Government Spending to Reach \$197 Billion in Fiscal 1964

TOTAL government spending (Federal, state and local) will break all previous fiscal year records in 1964, says Tax Foundation, Inc.

Spending by all three will total an estimated \$197 billion, \$12 billion higher than in fiscal 1963. It will be the second year in succession, noted the research organization, that one fiscal year's total government spending will exceed the prior one by \$12 billion. In 1963 the spending figure was \$185 billion; in fiscal 1962, \$173 billion.

If these total spending estimates for fiscal 1964 are borne out, the figure will represent a new high of about \$1,044 per man, woman and child in the United States, higher by \$61 per head than fiscal 1963. The figures:

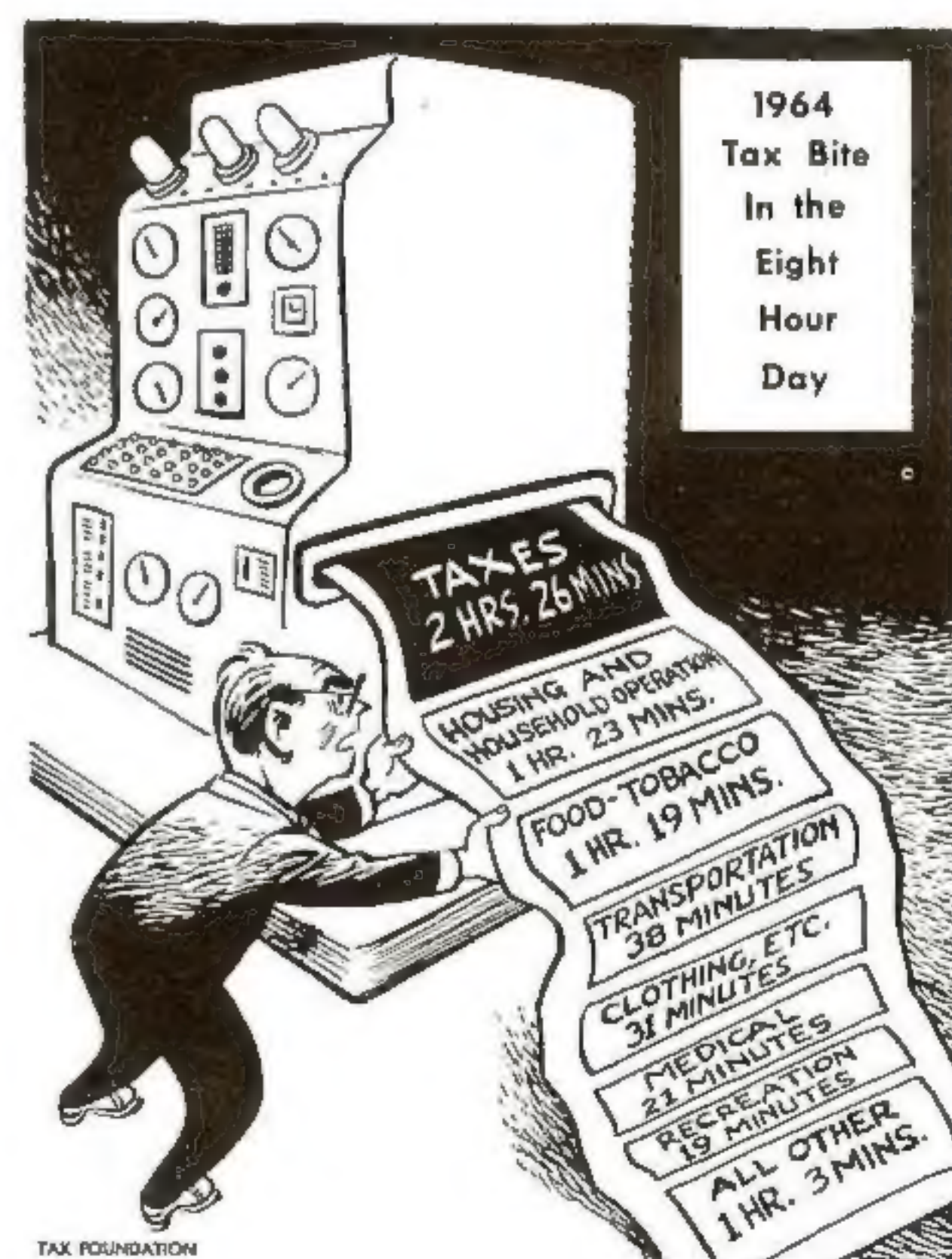
| F.Y. | Tot. Fed., State & Local Expend. (in billions) | Expend. Per Capita |
|-------|--|--------------------|
| 1953 | \$110 | \$707 |
| 1958 | 135 | 792 |
| 1959 | 146 | 840 |
| 1960 | 151 | 854 |
| 1961 | 164 | 912 |
| 1962 | 173 | 933 |
| *1963 | 185 | 983 |
| *1964 | 197 | 1,044 |

*Est. by Tax Foundation.

Total tax receipts, Federal, state and local, for fiscal 1963 are estimated by the Foundation at \$150 billion, almost \$9 billion higher than revised fiscal 1962 figures (\$141 billion). The difference between the \$185 billion total fiscal 1963 spending estimates and the estimated

total tax collections, says the Foundation, is largely accounted for by charges and miscellaneous revenue; utility, liquor stores and insurance trust revenues; bond proceeds and surpluses.

In fiscal 1961, total tax receipts were \$132 billion; in 1960, \$127 billion; in 1959, \$110 billion; and in fiscal 1953, \$90 billion.



THE BIG BITE. Americans work two hours and 26 minutes of every eight-hour day in 1964 just to meet their Federal, state and local tax bills. The \$11 billion Federal tax cut signed into law last month may trim the time—but not by much.



NEW DATA PROCESSING CENTER. These modern, transistorized magnetic tape machines began turning out new customer bills in January. The Data Processing Center, as well as other System Treasury Department sections, is located on the completely renovated third floor of the General Offices Building in Beaumont. At work in the glass enclosed

IBM center are: Maude Malone, billing clerk, placing the new billing cards in the card reader; in the background, E. E. "Kit" Evans, supervisor of data processing-billing, Bobby Covington, general clerk, IBM Billing, and Tracy Webb, accountant, IBM Billing, discuss some information the console has automatically typed out.

Taping Our Customers for Future Playback

. . . new Data Processing Center's IBM magnetic tape billing is first step of a long-range plan

THE computer has been a real boon to the electric industry in recent years, with power plants receiving the bulk of attention.

Now, add billing to the list. And that's no small item for our Company, which keeps up with the monthly electricity usage of 307,000 customers at its General Accounting Department in Beaumont.

Our new system-wide billing procedure, implemented while President Richard was still treasurer, was designed to effect immediate savings in time and operating costs. The ultra-modern system, processed via transistorized magnet tape machines and located on the third floor of General Offices, Beaumont, began clicking out bills in January.

Mr. Richard said that the magnetic tape system and other similar new practices—plus greatly in-

creased usage of electricity—have helped our Company hold down cost of service. Our customers stand to gain in other respects as well, he added. Henceforth, our Company will be able to keep an extensive and detailed record of each customer's history of electric service and payments.

Shortens Billing Time

The faster new system will shorten time lapse between the meter reading and when the GSU bill is received at home from seven days to only five.

The Data Processing Center, housed in a colorful environment and enclosed by a glass front on the newly-renovated third floor, is in sharp contrast to the former billing methods employed by the electric utility industry, Mr. Richard pointed out.

The magnetic tapes replace a system that required usage of punch-type cards. Now, the tapes handle all of the record keeping which, in turn, eliminates the slow handling of cards by hand.

To further underline the tape's speed advantage over the former system, the punch-type cards had only 80 digits per card whereas the new tape can accommodate up to 556 digits per inch. The old system permitted the reading of only 150 cards per minute.

In sharp contrast, the magnetic tape will improve on that figure by 20,000 digits per second.

Speeds Billing Processes

The speed differential is brought about by the new transistorized-core computers and machines used for magnetic tapes as opposed to tubes and magnetic drum for the older computer and punch-type cards. The new machines operate in the millionths of seconds.

GSU customers can quickly spot the difference in appearance of the new bills they are receiving in the mail. The new statement has a white background in contrast to the present blue, and each customer's account number is on both the customer receipt and return stub of bills.

Also, the date is imprinted on return stubs and a small color patch often featuring the investor-owned electric utilities symbol, Reddy Kilowatt, with a brief message is used.

Part of Long-Range Plan

Actually, the installation of the IBM tape billing system is only the first phase of a long-range plan that will save our Company more than \$1,000,000 in the next eight years.

Looking ahead, management "blueprints" call for a data processing system that will provide instantaneous two-way communication between field offices and a headquarters-based electronic computer. The system will centralize virtually all customer service files in the magnetic disk memory of a computer at Beaumont, which can "file" or "find" information on any one of a half-million separate records at random—and at electronic speeds.

Field Office Use

Field offices as far as 220 miles away will be equipped with communications gear that will permit rapid inquiry into the file—for a duplicate bill, a final bill or the detail to support a bill which a customer thinks is too large, for example. Data that originates in the field can be posted by the computer directly to the central record even as it is transmitted over the same network. Incoming data also can be captured on magnetic tape for read-in at a more opportune time.

Operational savings should result as the system eliminates clerical effort, facilities and supplies required to maintain customer history, service location and cash listing files at each branch location and again—at least in part—at headquarters offices where billing has been centralized since 1948.

A Joint Project

When completed, it is believed that our Company will have the first operable system that will presage a methods revolution which could rival in scope the industry's near-universal acceptance of the electronic computer itself. This same on-line system, developed in a one-year joint systems study

(Continued on page 4)

ENJOY NEW HOME. This group of ladies who work in the System Billing Records find their new third floor home with its new lighting system and pleasantly-tinted, sound proofed walls and ceilings a great

improvement over the space they formerly occupied in the basement. The greatly improved office lighting equipment is a featured item in all of the new offices.





TYPICAL OFFICE. The new third floor offices occupied by Roy Hester and Ward McCurtain, representatives in the Tax and Insurance Section, is representative of the new offices which now house the various sections of System Treasury.

(Continued from page 3)

by our Company and IBM, currently is being documented by IBM for release to the industry late this year in generalized form.

It is expected to cut in half the man-year time required to prepare and install this system design since all basic program logic will be included in this package. Our Company's figure amounted to slightly less than ten man-years.

Although Our Company is setting the pace, it won't be alone in proving the feasibility and efficiency of on-line tele-processing in the utility industry. Several other companies have already begun similar programs after viewing our plans and others are going about similar studies in their own way.

NEW KEY PUNCH QUARTERS. Located just outside the glass-enclosed Data Processing Center is the IBM Key Punch Section under the supervision of Alice Maldonado. Acoustically-treated floors, walls and ceiling greatly reduce machine noises.



Houses Other Departments

The third floor is not occupied solely by the Data Processing Center. Located there, in newly decorated and well-lighted offices, are several other sections of the System Treasury Department.

A visitor to the third floor today would not find it any longer occupied by the Beaumont Club, a long-time tenant dating back to when the General Offices Building was known as the Edson Hotel, but would find the following offices had been moved there: Tax and Insurance under E. H. Pintsch; the Internal Auditing Section; the director of Credit and Collections, P. N. Masterson; W. M. Hurt, administrative assistant to the assistant treasury for accounting; and H. P. Robichau, administrative accountant.

Other sections now occupying third floor offices are: Systems and Procedures under B. F. Lott; Billing Records, Data Processing and Key Punch sections under N. W. Ener. Also presently using offices temporarily are the certified public accounting firm of Lybrand, Ross Brothers and Montgomery, independent auditors for our Company.

Also an area of the glass-enclosed Data Processing Center has been set aside to house the IBM 1620 used for computer studies by the Rate Department, Relay, Planning, Rights-of-Way and Drafting Sections of System Engineering, System Production and the T&D Engineering Sections of our five divisions.



LOTS OF WORKING SPACE. Maria Strybos and Tommy Fields, both in Data Processing-General, find that they have much more room in their new location than they had previously in the basement.



VISITORS FROM THAILAND. John Scott, section supervisor in the financial report section, Beaumont, goes through accounting methods employed by our Company for the benefit of the two interested observers from Thailand's utility industry. Phaibool Praditphong, left, and Ot Amatyakul, right, spent three weeks on a tour arranged by the governments of Thailand and the U. S.

See first snow while in Beaumont . . .

Thai Visitors Study Accounting Procedures

THAT February 21 snowfall in Beaumont—the first in four years—had GSU'ers scurrying for the windows to catch a good look at the extra-large snowflakes.

Undoubtedly, the most interested on-lookers were a couple of visiting utility executives from Bangkok, Thailand, Phaibool Praditphong of the Metropolitan Electric Authority and Ot Amatyakul of the Provincial Electric Authority. This is their first visit to the United States and consequently their first look at snow.

That was their last day with our Company in Beaumont and it will probably be their last experience with snow for years. On a tour arranged jointly by the Thailand and U. S. governments, Praditphong and Amatyakul departed later that day for Phoenix, Arizona, on the sixth leg of their 10-months trip that culminate this spring in Los Angeles.

The Thais had already visited at Detroit Edison, Florida Power and Light, City of Tallahassee, Florida, Utilities, and Louisiana Power and Light before checking in at our Company's System Accounting February 3. John Scott, section supervisor, Financial Report Section, Beaumont, coordinated their three-weeks tour at GSU, which included stopovers in our Treasury Department, Rate Department, Stores and Plant Accounting, Data Processing, Payroll Department, General Accounting, Statistics and Internal Auditing.

The governments of Thailand and the U. S. arranged the tour for the purpose of exchanging ideas and learning new business techniques. The broader picture, perhaps, finds U. S. people getting their first good look at the Thais and vice versa.

How is the exchange program working?

"It is a good experience," exclaimed Amatyakul between trips to the window for deeply interesting inspections of the white stuff pelting downtown Beaumont. "Until this trip to your country, I could only guess what it and U. S. people were like.

"I thought the people here would be different from my own people but I have found that basically we are all alike. We've been received very warmly by the U. S. public and companies. Everyone has been friendly and is eager to explain his job to us."

How did the visitors adjust to American food and eating habits?

"We've had little trouble," answers Praditphong, a plant accountant who has been with his company four years. "Again, things are basically the same in our two countries when it comes to food. Two of your most popular dishes—chicken and fish—are equally popular in my country.

"The biggest difference is in the preparation of each."

As for a comparison of weather, both agreed that Thailand's tropical climate and temperature are much like what they experienced in Florida. "It never gets cold enough in our country to snow like this," imparted a smiling Praditphong with a finger pointing outside.

A talk with two such far-away utility people had to touch eventually on their country's electricity generation and distribution.

"The government is the owner of all utilities in Thailand," explained Amatyakul, the assistant treasurer of his company. "Two power companies do the work that your one handles. For example, my firm (Provincial) distributes the power and Phaibool's company (Metropolitan) handles generation.

"Our load isn't large—our largest plant generates only 75 megawatts or about 75,000 kilowatts—but we have 4,000 employees and serve 350,000 customers in 70 cities and communities."

Amatyakul went on to point out that coal and oil as fuel sources are being eliminated in favor of hydro power. Thailand's largest hydro project is the Yanhee Dam, due for completion late this year.

The two visitors have enjoyed their stay in this country but, understandably, are eager to return to their respective homes and jobs. And when you come down to it, Ot is the most eager of the two.

Only days before departing Beaumont, he learned that his wife had given birth to their second child, a girl.



Lake Charles Gulf Staters work
Southwest District Fat Stock Show . . .



Helping Hands — — Rodeo Style!

THE general mood was festive and the style of dress Western as Lake Charles gave itself over to the rodeo spirit during the week of February 17-23. Almost everybody got into the act, and Gulf Staters were no exceptions.

The main attractions were five rodeo performances and the Southwest District Fat Stock Show, appearances by Jack Lord, better known as television's Stoney Burke, a street dance and block party held downtown on the night of February 19 and a parade the next afternoon.

Some of the sidelights proved interesting to an outsider, however. It was hard not to:

Flinch when someone walked up with a six-gun loaded with blanks and started blazing away.

Look too surprised when you got wooden nickles as change from a merchant.

Appear too eager when someone invited you to a place down the street operated by the Junior Chamber of Commerce called the Red Eye Saloon where gaudily dressed "B-girls" served up a light refreshment named—appropriately enough—red eye.

Run when accosted by the keepers of the hoosegow for not having either a beard or a bare-face permit.

The rodeo, which marked its 25th anniversary last month, has been sponsored since 1950 in conjunction with the livestock show by Southwest District Livestock Show Inc.

An average of about 20,000 people attend this annual affair held in the McNeese State College arena. Profits are used to provide a scholarship fund for the boys and girls from over a 13-parish area in Southwest Louisiana who exhibit animals in the stock show.

PLAIN TALKS was on hand for the parade that kicked-off the first of the five rodeo performances Thursday afternoon, February 20. For the rest of that day and half of the next just following Gulf Staters around got to be quite a chore. They were everywhere, having a good time while doing their civic duty.

(Continued on page 8)

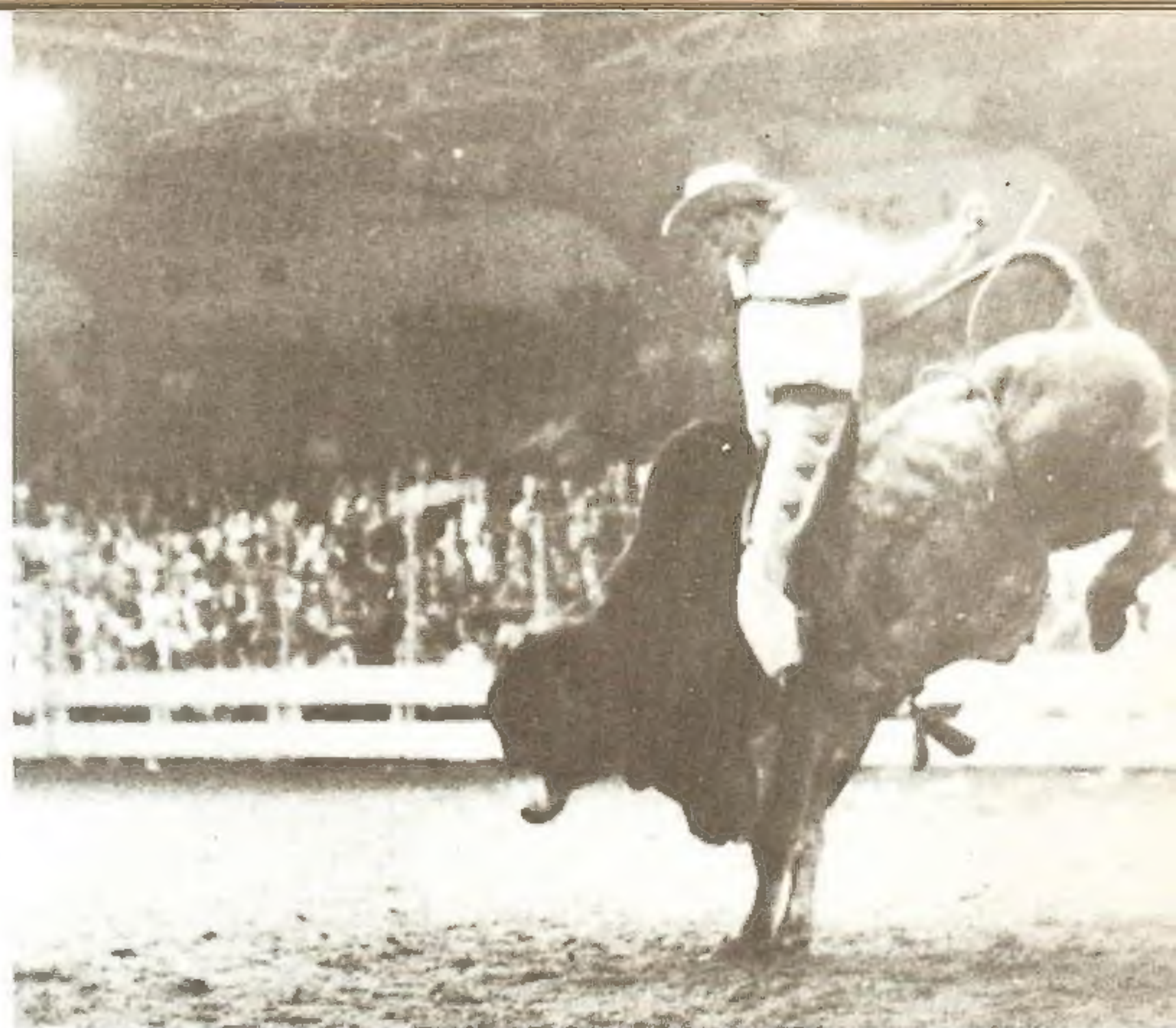
PARADE KICKS OFF RODEO. The parade on the opening day of the Southwest District Fat Stock Show and rodeo brought throngs to the

downtown area of Lake Charles. The festooned floats, the marchers and riders were warmly received by the shirt-sleeved crowd. The next day it snowed.





THAT'S REAL MONEY. Malcolm Williams, area development engineer, counts some real money—10's, 20's and 50's, that is—as part of the receipts from advance ticket sales and the first night's performance. Malcolm is treasurer for the sponsoring Southwest District Livestock Show, Inc.



IT WILL NEVER REPLACE ROCKING CHAIRS. Although this picture makes it look easy, a few seconds must seem an eternity when you're trying to stay aboard a plunging, twisting Brahma bull. This event has become the thrilling finale to rodeo performances.



POINTING THE WAY. Jack Bass finds that taking tickets is only part of the job as he pauses to point the way to seats for some of the crowd flooding into the arena. Jack had one of the busiest posts in the arena to man.

STOCK SALE AFTER SHOW. One of the high points of any stock show is the auctioning off of animals that follows. Bidding is high, especially for top prize winning animals, but this is the only way the exhibitors can get their money back out of these show animals which cost more to raise than market animals.



LOOKING FOR THE RIGHT DOOR. Elbert Heard is ready to take the tickets if this group decides to come in. Unidentified lassie on his right was one of the cute cowgirl ushers who helped people find seats.

TAKING UP TICKETS. John Hebert and Joe Regan, in middle facing camera, are on the job to get the tickets and guide these early comers to their seats. Their post by one of the chutes gave them plenty of opportunity to see close-up action.



(Continued from page 6)

Busiest of all were Malcolm Williams, area development, and Fred Brumfield, residential sales representative. Malcolm is treasurer and a member of the board of Southwest District Livestock Show, Inc., and as such was the moneyman—in charge of ticket sales and receipts. He was actually doing double duty as he kept an eye on the way tickets were moving and tried to take care of all special requests while at the same time acting as a public relations man for our Company. Malcolm also had to watch for animals to bid on at the auction sale that followed the stock show.

Fred Brumfield, in charge of all the ticket-takers, was a hard man to keep up with at the rodeo performance as he circulated about the arena. Among those ticket-takers were Jack Bass, residential sales representative, Joe Regan and John Hebert, both of the Meter Department, and Elbert Heard and Ed Keller, both of T&D. Others working at the arena were Charles Callahan, commercial sales representative, selling tickets; Charlie Goodwin, Customer Accounts, on duty with the Sheriff's Department; and Norman Lee, operating supervisor, working as an usher with the Lake Charles Kiwanis Club.



LOTS OF TICKETS LEFT. Charles Callahan seems to be having the time of his life as he swaps tickets for money at one of the booths in the arena for those who hadn't taken advantage of advance sales. He has some left here, but it was still early in the evening.

BRINGING HOME THE BEEF. Jack Bass poses with Michael Wittler, 4-H member from Calcasieu Parish, and the calf our Company bought. Michael, son of Mr. and Mrs. Gene Wittler of Lake Charles, got 50 cents a pound for this fine animal—\$490 on the hoof.



"I'LL SEE YOU LATER AT THE ARENA." Jack Lord and Malcolm Williams part company after a chat about ticket sales. Lord, better known as television's Stoney Burke, was the star attraction at the rodeo which he worked to help publicize through personal appearances.



ARREST AT THE RED EYE SALOON. Rodney Guilbeau, publicity chairman for the rodeo and advertising manager for the Borden Company in Lake Charles, catches, left to right, Joe Regan, Fred Brumfield, Charles Callahan and Jack Bass as they come out of the Red Eye Saloon. They were "wanted" for not wearing beards.

In Baton Rouge . . .

J. R. Murphy Promoted To Assistant Personnel Manager

J. R. MURPHY, formerly industrial relations director, Baton Rouge, has been promoted to assistant personnel manager replacing J. M. Stokes of Beaumont, who was promoted to assistant secretary last month.

Mr. Murphy had been industrial relations director since 1957. In his new position he will also continue to handle the functions of his former position, reporting to R. O. Wheeler, vice president and personnel manager.

He has been an employee since 1936 when he joined our Company as a sta-

tion clerk at Louisiana Station. He was named office engineer in 1938 and, in 1944, was made assistant test engineer.

By 1948, he had become assistant to the station superintendent. He was transferred to the Baton Rouge personnel department in 1952 as a personnel assistant.

Mr. Murphy, who is a graduate of the Williamson Trade School in Media, Pa., is a native of Hanover, Pa. In 1963, he attended the 13-week Advanced Management Program at Harvard University.



J. R. Murphy

In Lake Charles . . .

Personnel Names New System Safety Director; New Division Safety-Claim Agent for Lake Charles

S. L. STELLY, safety-claim agent for the Lake Charles Division, has been named to succeed Frank Jones as system safety director. This promotion was effective March 1. Mr. Jones had been promoted to division operating superintendent in Port Arthur in December.

Calvin N. Hall, a lineman, first class, in the Lake Charles T&D, has been named to succeed Mr. Stelly as division safety-claim agent.

He assumed his new duties March 16.

Mr. Stelly

Mr. Stelly has been safety-claim agent in Lake Charles since 1953 when he was transferred from Lafayette.

In Lafayette, he was employed in the Rights-of-Way Department. He joined our Company in 1948 as a helper in the Lafayette Line.

He is a native of Crowley, Louisiana, and a graduate of Crowley High School. After graduation from high school, he attended Louisiana State University and interrupted his studies to serve with the U. S. Air Force for three and one half years. After his discharge, he attended Southwestern Louisiana Institute in Lafayette.

Mr. Stelly is married to the former Pansy Ruth Block of Lafayette. They have four sons, John, Stephen, Marc, and David. In Lake Charles, the Stellys

were members of Our Lady Queen of Heaven Catholic Church.

Mr. Stelly is a member of the Southwestern Electric Exchange and is a member of the steering committee of the exchange. In his new job, he will report to C. P. Shirey, safety and training manager.

Mr. Hall

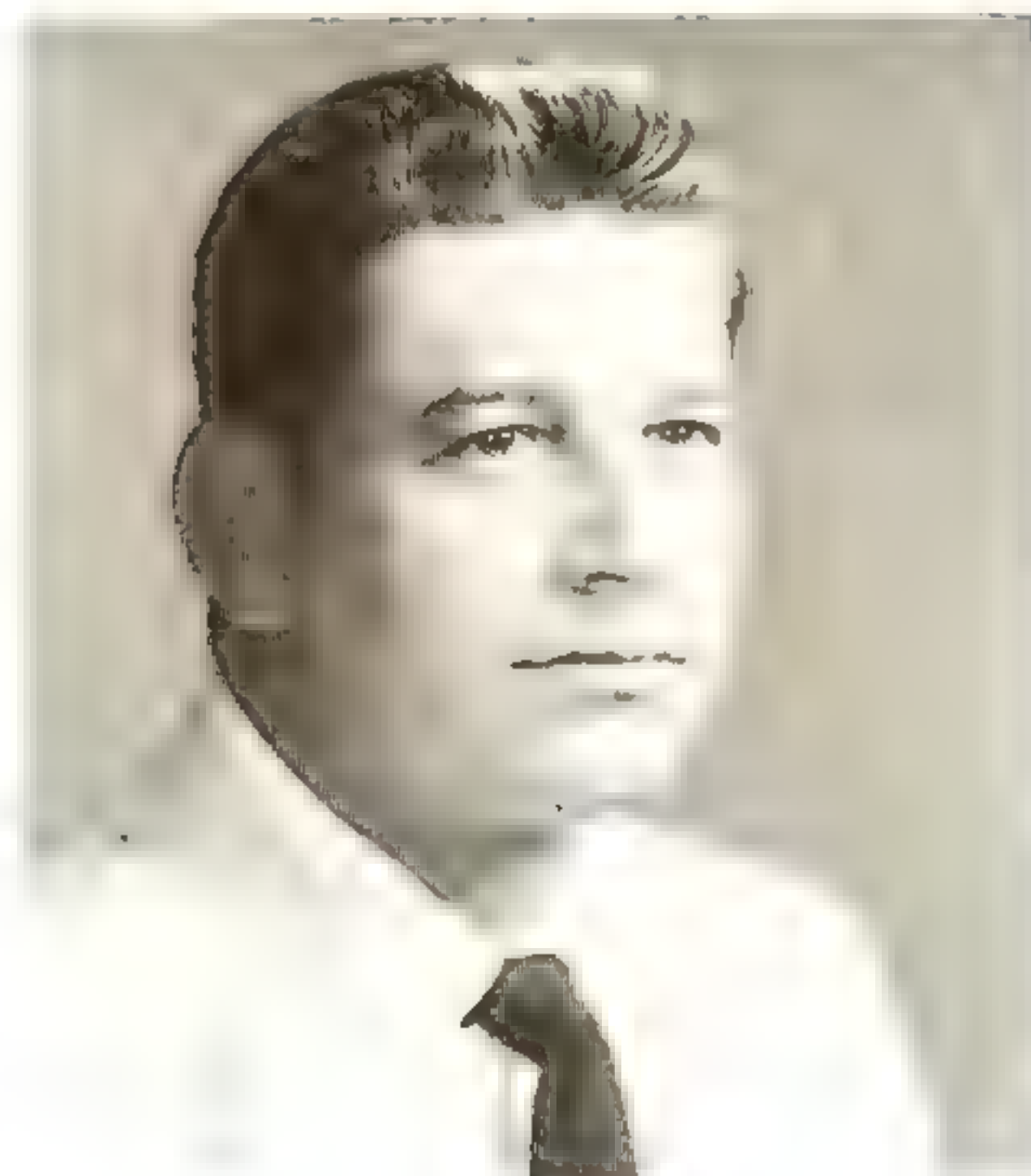
Mr. Hall has been with our Company since 1947 when he came to work as a helper in Lake Charles. He progressed to lineman, first class, in 1952.

A native of Montrose, Louisiana, Mr. Hall is married to the former Evelyn Houfpaur of Gueydan, Louisiana, and they have three children, Cynthia, Donna and Calvin Lynn. They are members of the First Baptist Church in Lake Charles.

Mr. Hall is also active in Lake Charles Boy Scout work. He is presently a post committeeman for Explorer Post 22 of the Lakeside District.

Excessive speed continued to be the Number One Killer on the nation's highways in 1962. Nearly 13,000 traffic deaths were directly attributable to speeding.

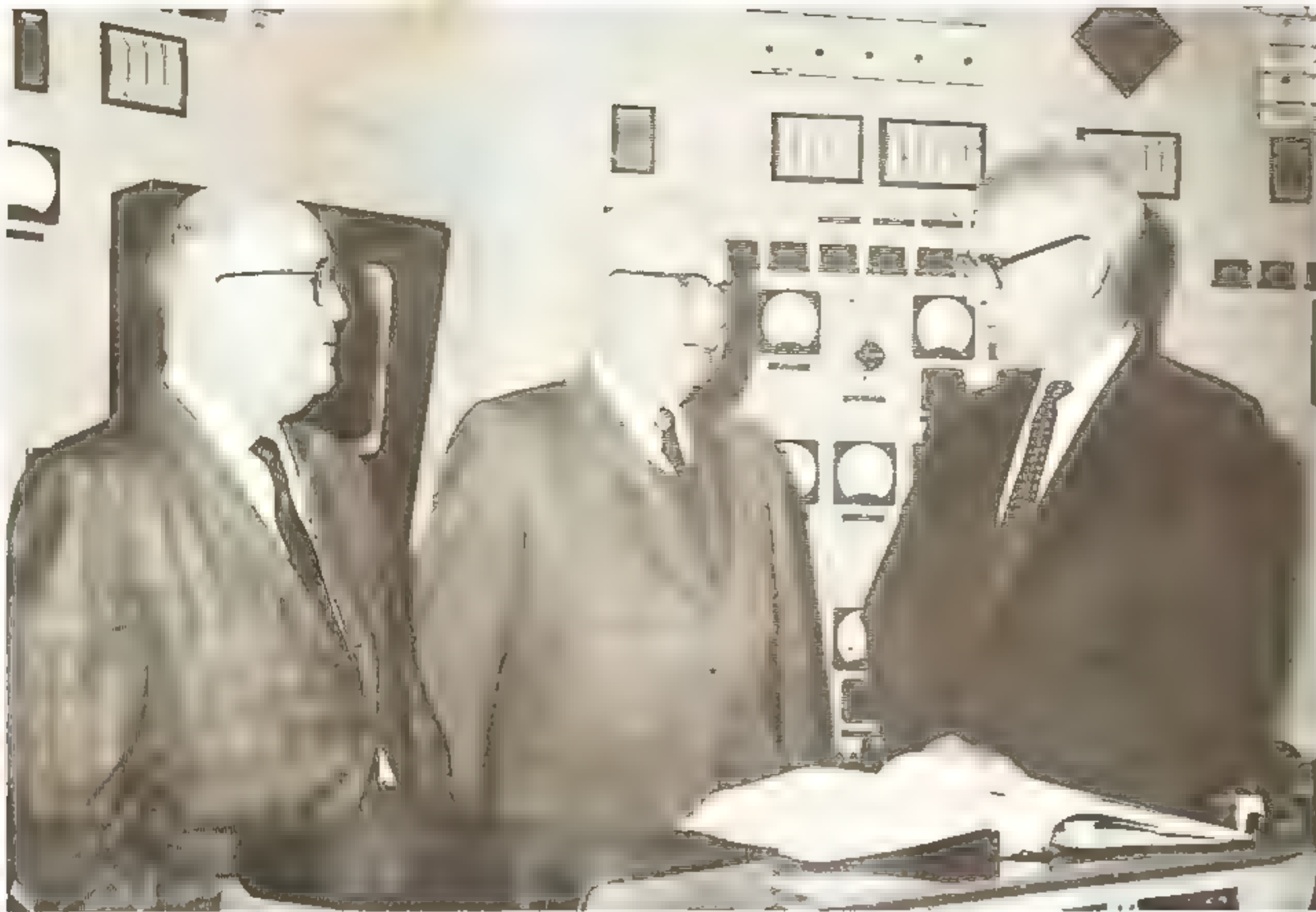
Regular exercise — moderate exercise every day — will help get you into condition (and shape) for beach games and summer sports, Southeast Texas Heart Association says.



S. L. Stelly



C. N. Hall



LOOKING OVER COMPUTER CONTROL STATION. U.S. Steel Corporation Vice President R. W. Graham, head of operations in Pittsburgh, center, talks over Riverside's operation with J. A. Reich, production manager, left, and R. W. Sherwood, vice president in charge of engineering and production, right.

*World's first computer-controlled
power station . . .*

Conversion of Riverside Station Attracts Nation Wide Attention

BELIEVE it or not, Disneyland and our Company's Riverside Power Station have something in common.

An eye-opening statement, perhaps, but a common denominator is evident. Both have crowd appeal and more often than not visitors hail from other parts of the nation.

Upon completion of Riverside, the world's first computer-controlled power station, the flow of out-of-state traffic to our Lake Charles peaking plant has been generous. The conversion of Riverside from an old station to a systemated operation was a pioneering effort by our Company and the remainder of the electrical world watched with keen interest.

Now that it's "on the line" and a true one-man operation, the interested bystanders are making tracks to GSU-land for a first-hand inspection.

In the last two months, for example, Riverside's visitation list includes parties from Duke Power Company in Charlotte, North Carolina; U. S. Steel in Pittsburgh, Chicago and Gary, Indiana; the Atomic Energy Commission in Washington; the Beaumont-Lake Charles branch of the American Society of Mechanical Engineers; and a group of executives from neighboring investor-owned power companies (Plant Design & Operating Committee) who took time out from a meeting in Baton Rouge.

Duke Power Company, a firm with over 600,000 residential customers in North and South Carolina, was interest-



GETTING INSIDE INFORMATION. Our Company's three visitors from Duke Power Company in Charlotte, North Carolina, get a rundown on Riverside Station from Garland Strong, center, operations and maintenance supervisor at Riverside. The visitors are, from left, E. L. Thomas, superintendent of Duke Power's new Marshall Station; Jim Leathers, plant engineer at Duke Power's River Bend Station; and H. K. Tyler, efficiency engineer at Marshall Station.



HERE'S THE WAY IT WORKS. Or so David I. Norwood, station engineer, Riverside, seems to be telling a trio of visitors huddled around the computer console. The interested onlookers are, from left, Jim Treible of Allis-Chalmers in Pittsburgh, and Charles Dunn and R. Shannon of U.S. Steel. Dunn and Shannon are power and fuels superintendents at U.S. Steel's Fairless, Pennsylvania, and Pittsburgh works, respectively.

ed because of its present construction of a 700,000 kilowatt station that will depend heavily upon the computer.

"Gulf States impresses us for two reasons," said E. L. Thomas, superintendent of Duke Power's new Marshall Station. "First, you've got a good, sound philosophy at Riverside. It's one that can be used again at a new or old station.

"And, secondly, your production and power plant people have a lot of enthusiasm. They take a lot of personal pride in Riverside's operation."

Joining Mr. Thomas on the one-day tour February 25 were H. K. Tyler, efficiency engineer at the new Duke station, and Jim Leathers, an engineer at Duke's River Bend Station.

Seven management people from U. S. Steel watched Riverside start up and shut down via the computer the following day, February 26. U. S. Steel isn't in the utility business but its production department felt that some of Riverside's computer-control methods might be applied to a more economical way to make steel.

"We hope that our people can adapt some applications to use in our own steel production lines," explained R. W. Graham, vice president in charge of operations in Pittsburgh. "We have our share of complex controls but we're still basically new to the field of computer controls. It's not that we've been asleep in the steel industry.

"It's just that we've had a loophole to close before going all out on the computer control method. We have a great many variables on the production lines that we can't measure, which has slowed us down on switching to automated controls."

Mr. Graham was accompanied by six U. S. Steel division superintendents in charge of power and fuels. They were Robert L. Schneider, Homestead Works, Homestead, Pennsylvania; John T. Seaman, Gary Steel Works, Gary, Indiana; George Krapf, South Works, Chicago; Harold J. Rohm, general coordinator of power and fuels, Pittsburgh; R. Shannon, Duquesne Works, Pittsburgh; and Charles W. Dunn, Fairless Works, Fairless, Pennsylvania.

Making the tour with the U. S. Steel group were Allis-Chalmers' Jim Treible, Pittsburgh sales; Hugh Drewry, project engineer, Milwaukee; and William Terry, division manager, Milwaukee. Allis-Chalmers handled the three-year conversion at Riverside.

By the end of 1965, 14 nuclear power plants, with capacity of 1,330,000 kilowatts will be in operation by investor-owned electric companies in the United States.

March, 1964



DISCUSS INDUSTRIAL CUSTOMERS' PROBLEMS. L. M. Welch, vice president for division operations, M. F. Wirges, assistant general manager, Cities Service, and Hugh Shearman, publisher of the Lake Charles American Press, discuss some problems affecting both our Company and the large industrial customer's we serve following the first board of directors meeting of 1964. This was the first time that our board has met in Lake Charles. Future plans call for other meetings to be held in various cities across our service area.

Started in 1963 . . .

Directors To Continue To Hold Meetings Around System

AS a continuation of policy established last year, our board of directors will move the locations for holding their quarterly meetings around to various cities in our service area, it was announced by W. H. Gieseke, vice president for finance and secretary of our Company.

Before the later part of 1963, the board had always alternated its meetings between Beaumont and Baton Rouge. In November, the board decided it would be good policy to hold the meetings throughout our service area. The first such meeting was held in

Port Arthur in November, the second in Jennings and the third last month in Lake Charles.

"Moving the meetings around the system has mutual advantages, both for our Company and the area customers," Mr. Gieseke said. "It helps us to get better acquainted with our customers. It allows us to exchange ideas with some of our large industrial customers as well as others. We can try to understand their problems and it gives us the opportunity to explain some of ours to them."

COMPANY OFFICERS MEET. Present for last month's board of directors meeting at Lake Charles were President Richard, F. F. Johnson, vice president and division manager, Lake Charles, Chairman Morrison and Ed Taussig of Lake Charles, a member of the board.





J. L. Braswell



J. T. Meinscher

In Beaumont . . .

System Treasury Announces Four Employee Changes

PERSONNEL changes for four employees of System Treasury Department in Beaumont were announced last month.

J. L. Braswell, formerly assistant general accountant, was promoted to general accountant and J. T. Meinscher, formerly supervisor of machine accounting, was named assistant general accountant. Both promotions were effective February 16.

N. W. Ener, Jr., was promoted to supervisor of system billing records replacing H. P. Robichau, Sr., who has been named an administrative accountant to work on special projects. Mr. Ener had previously been assistant supervisor of system billing records.

Employed While a Student

Mr. Braswell, a native of Jasper, joined our Company in Customers Accounting while a student at Lamar Junior College in 1938. He became a regular employee in the same department and, after three years in the service, returned to the Accounting Department as a voucher clerk.

He progressed to accountant and was promoted to supervisor of customers accounts in 1950. He was elevated to assistant general accountant in 1956.

He is married to the former Neva Lee Howell from Newton and they have three children, Martha, Jean and Linda. The Braswells are members of the South Park Baptist Church.

He is a member of the Beaumont Chamber of Commerce, YMBL and the YMBL Keymen Club. He is a former member of the YMBL board of directors and a former member of the South Texas State Fair board of directors.

Joins Company in 1950

Mr. Meinscher, a native of Beaumont, joined our Company in 1950 after attending Lamar Junior College. He went to work in General Accounting and became a clerk in Stores Accounting later that same year. He left our Company in 1953 for a tour of duty with the Army and returned in 1955 as an accounting clerk in the IBM Department.



H. P. Robichau

He became an accountant in 1957 and a year later was promoted to assistant supervisor of the Billing Department. He was named supervisor of machine accounting in 1960.

Mr. Meinscher is married to the former Marlene Crabbe of Beaumont and they have one son, Russell. They are members of the Bethlehem Lutheran Church.

He is a member of the YMBL, Beaumont Chamber of Commerce and the YMCA. He is a past president of the Data Processing Management Association.

Began as Ledger Clerk

Mr. Robichau had been supervisor of system billing records since 1960, prior to that he was supervisor of billing. He has been an employee of our Company since September 15, 1925.

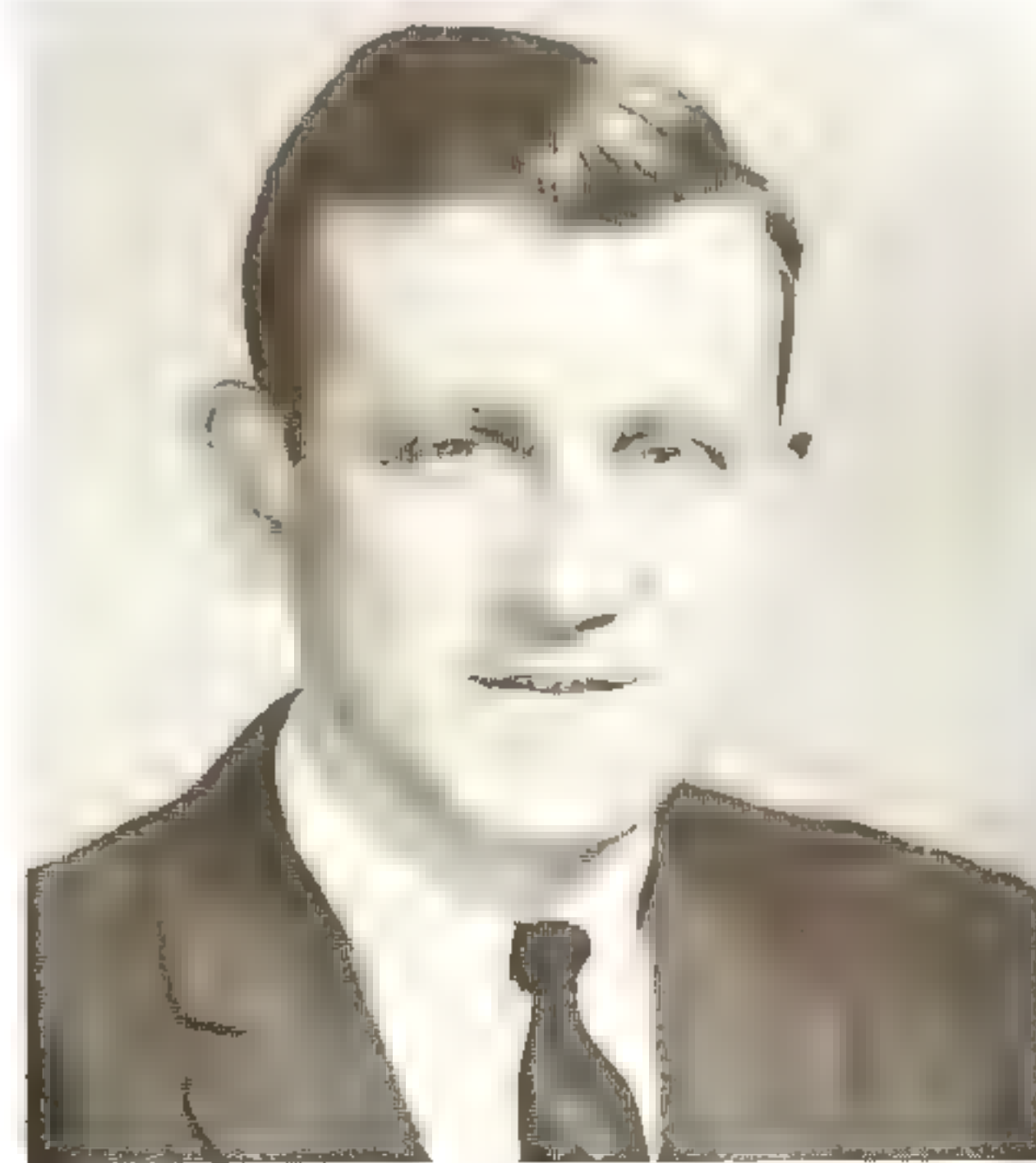
He began his career as a ledger clerk in the Beaumont Treasury Department. He held various accounting positions until made a chief billing clerk in 1927. He was named supervisor of billing in 1956.

A native of White Castle, Louisiana, Mr. Robichau is a graduate of Beaumont High School and attended Farmer's Business College.

He and his wife, Lillian, are members of St. Ann's Catholic Church. He is a member of the YMBL and the Chamber of Commerce and the Business and Professional Men's Club.

Joins Company in Beaumont

A native of Hemphill, Texas, Mr. Ener joined our Company in March, 1954, as a senior accounting clerk in Beaumont, a month later he was named senior billing clerk. He had been assistant supervisor of system billing records since 1956. Prior to coming to work for our Company, he served in the U. S. Marine Corps for two years.



N. H. Ener

Mr. Ener is a graduate of the Hemp-hill schools and was graduated from Baylor University in 1951 with a bachelor of business administration in accounting.

Mr. Ener and his wife, the former Mary Helen Kellan of Beaumont, have two children, a son, Wesley, and a daughter, Suellen. They are members of the North End Baptist Church where he is superintendent of the Sunday school.

From Lake Charles . . .

Frank Hazmark Transferred To Beaumont

FRANK J. HAZMARK, an engineer in the Lake Charles Division T&D, has been transferred to Beaumont and assigned to the position of design engineer in the Standards Group of System Engineering. The transfer was effective March 1.

Mr. Hazmark has been in the Lake Charles T&D since 1959. Prior to that he was an engineer in System Engineering. He was employed in Beaumont in April, 1951.

A native of Chicago, Ill., he received his BS in electrical engineering from LSU in 1949. He served in the Army for two years during World War II. He is a member of IEEE and is a registered professional engineer in Texas.

He is married to the former Mary Frances Kramel of Alexandria, Louisiana. They have three children, Frances Ann, Joyce Arlene, and Robert Edwin.



"It's just a conversation piece now."



BUILDING WORLD'S FAIR HOUSE. W. M. Goff, supervisor of residential sales, Baton Rouge, learns the details of the total electric Gold Medallion "World's Fair Home" being constructed in Baton Rouge by Walter R. Bankston, center, general contractor. Mr. Bankston was selected to duplicate the original "World's Fair House" being built by Formica Corporation as its exhibit at the New York fair. D. J. Murray, right, Formica district manager, said a nationwide builder program will bring the design, construction and materials innovations of the house to hundreds of communities throughout the United States.

Company to co-sponsor . . .

Model "World's Fair House" Being Built in Baton Rouge

OUR Company will help bring a little bit of the 1964 World's Fair to our service area. We will be participating in the building in Baton Rouge of a replica of the "World's Fair House" which is scheduled to open to the public in mid-May.

The original "World's Fair House" is being built by Formica Corporation, a division of American Cyanamid Corp. on a man-made hillside within the World's Fair grounds in Flushing Meadows, New York. The Fair opens April 22.

Walter R. Bankston, general contractor, is the builder selected to erect the unique ranch house in Baton Rouge. The project will present the latest design concepts and creative innovations in home building to the public. The house is being built in the Stanford Place subdivision.

Mr. Bankston's firm is one of more than 100 builders throughout the country who will be building the "World's Fair House" in their own communities.

"This is not a futuristic house," he said. "With few exceptions, all of the building techniques and materials are available now. Yet, in the conception and design of the house will be found answers to many of today's most pressing housing needs."

The house, which includes three bedrooms and two baths, will be a total electric Gold Medallion home. In addition to the latest adaptations of Formica laminated plastic products, the house will feature other products of American Cyanamid Corporation's consumer divisions plus those of 14 brand name manufacturers.

The prototype "World's Fair House" from which the local version is adapted was conceived by Emil A. Schmidlin, A.I.A. and designed by Ellis Leigh. The nationwide builder program is designed to bring a major World's Fair exhibit to all America.

Prior to being opened to the public the house will be decorated and furnished by Hemenway's.



HONORED DURING N.E.W. IN LAFAYETTE. During National Electric Week last month members of the Lafayette electrical industry recognized the oldest area electric appliance dealer, J. Edwin Butcher, seated. Representatives of the electrical industry shown presenting Mr. Butcher a replica of the lamp invented in 1879 by Thomas A. Edison are: Andrew Richoux, electrical contractor; John Daigle, appliance dealer; and J. R. Peckham, district superintendent for our Company.

In Lafayette since 1920 . . .

Electric Industry Honors Dealer During National Electric Week

THE man who inaugurated time payments on electrical appliances in Lafayette Parish was honored during last month's National Electric Week celebration by the Lafayette electrical industry. J. Edwin Butcher was honored as the oldest active electric appliance dealer in Lafayette by the N.E.W. committee.

Mr. Butcher, along with his two brothers, Laurence and Jerry, formed the Dixie Electric Company in 1920 and opened for business on East Main in Lafayette. In 1926, the organization moved to Jefferson Street and operated under the name of Butcher Brothers. In 1930, the Butcher Distributing Company opened on Simcoe and is still in operation.

Mr. Butcher recalls the first refrigerator sold in this area and strangely enough, it was not purchased by a Lafayette resident. As he recalls, a resident of Bayou Salle purchased the first electric refrigerator in this area. As a youngster, Mr. Butcher worked one summer at night for the Lafayette city power plant and his interest in electricity grew from those days.

J. R. Peckham, district superintendent, cited the local appliance dealers for their contribution to the economy of the area during the N.E.W. celebration.

"The appliance dealers of Lafayette employ 183 people with a total payroll of over \$809,000. Their annual revenue for 1963 was more than four and one-half million dollars, which is certainly a shot in the arm to our economy," Mr. Peckham said.

"You and your fellow appliance dealers should be proud of the fact that your equipment is such an important factor to family life in Lafayette Parish," he said. "In today's home, the housewife never had it so good. Compared to the homemaker of the early 1900's, today's housewife is way ahead in being able to keep a cleaner, more comfortable home without breaking her back and her spirit in the process."

Mr. Butcher has broadened his activities in recent years and is now serving as a member of the board of directors of the Guaranty Bank and Trust Company and vice president of the Union Federal Savings and Loan Association.

At Neches Station . . .

J. D. Watkins Promoted to Supervisor

THE promotion of James D. Watkins to electrical maintenance supervisor at Neches Generating Station was announced March 1. Mr. Watkins had formerly been engineer in charge of the Electrical Engineering Department at Neches.

A native of Hatchechubbee, Aba., he was employed by our Company in February, 1958, following his graduation in January from Louisiana State University with a mechanical engineering degree.

Mr. Watkins and his wife, Wanda, have two children, Jamie Ann and James D., Jr. They attend the Woodcrest Methodist Church.

He has served on the Voth-Rosedale Community Council as its representative to the Beaumont Community Council and was the 1962 general chairman for United Appeals solicitation among Beaumont employees. He is a member of the American Society of Mechanical Engineers (Sabine Chapter), and is a registered professional engineer in Texas and Louisiana. He is president of the Live Wires Club, Beaumont employee recreational club.

Mr. Watkins is also the civil defense coordinator for the Company and was in charge of setting up the system-wide civil defense program and assisted in the training of local company civil defense coordinators.



J. D. Watkins

Plain Talks



J. L. Osburn



John Sebastian



C. H. Schlatre

In Conroe, Port Allen, Beaumont . . .

T&D Promotes Three Employees To New Foreman Positions

PROMOTIONS were announced last month for three T&D employees. They were: Johnny L. Osburn, Beaumont, and John Sebastian, III, of Conroe, both from utility foreman to line foreman; and Charles N. Schlatre, Port Allen, from serviceman, first class, to utility foreman.

Mr. Osburn

Mr. Osburn joined our Company in 1945 as a helper in Beaumont. He advanced to lineman, first class, in 1950 and was transferred to Woodville. He was promoted to district serviceman, first class, and moved to Kountze in 1951.

He was transferred back to Beaumont

in 1958 and promoted to utility foreman.

He is married to the former LaJeanne Wooten of Kountze and they have two children, Michael Ray, a student at French Junior High, and Dorothy, a student at Lucas Elementary. They are members of the Friendship Baptist

Mr. Sebastian

Mr. Sebastian, who joined our Company as a helper in 1947 in Navasota, has been a utility foreman since 1955. He was transferred to Conroe the same year from Navasota where he had been a lineman, first class.

A native of Plantersville, Texas, Mr. Sebastian is married to the former Barbara Werner of Hempstead, Texas, and they have three children, Michael,

Anthony and Bernadine. They are members of the Sacred Heart Catholic Church.

He has been active in Conroe area Boy Scouts and he is a third degree knight in the Knights of Columbus. He is also a member of the Holy Name Society in Conroe.

Mr. Schlatre

Mr. Schlatre, who joined our Company in the Baton Rouge T&D in 1945, had been a serviceman, first class, since 1953. He has been in Port Allen since 1950.

He is married to the former Elaine Caffarel and they have five children, Charles, Jr., Gary, Kathy, Judy and Karen. They are members of the Holy Family Catholic Church in Port Allen and he is a member and a past advocate and guard of the Knights of Columbus, the volunteer fire department, the Holy Name Society and the Holy Family School Booster Club and a former member of the Port Allen Junior Chamber of Commerce.



Reddy's College of Kilowatt Knowledge

1. Gulf States' construction program surges ahead. Last month, our Company's directors approv-

ed a construction budget of:
a. \$15 million; b. \$19 million;
c. \$20.5 million; d. \$22 million

2. The REA has loaned over \$1 billion to electric generation and transmission cooperatives in the United States. How many of these G&T co-ops are there?

a. nearly 30; b. nearly 35; c. nearly 50; d. over 100

3. REA Section 5 loans are among the most controversial actions of the government-supported lending agency. Section 5 loans have been made for:

a. ski resorts; b. a gravel crushing concern; c. a retail hardware enterprise; d. all of these

4. The kilowatthour use per manhour has increased how much since 1920?

a. two times; b. five times; c. six times; d. nine times

5. Willow Glen Unit Number Two was put into operation on January 16. How many generating units do we now have in our system?

a. 15; b. 23; c. 29; d. 36

(Answers on page 20)



SIGN CONTRACTS FOR SAM RAYBURN DAM ELECTRIC POWER. W. H. Gieseke, standing far left, vice president and secretary of our Company, and Chairman Morrison, seated left, were among the signers of the contracts signed last month in Washington for electric power to be generated at the new Sam Rayburn Dam on the Angelina River. The nine 20-year contracts signed will enable power to be sold from the Southwestern Power Administration via the Sam Rayburn Dam Electric Cooperative. In turn, these agencies will sell power to our Company which will, in turn, furnish it to local systems. Present for the signing were: Mr. Morrison; Kenneth Holum, assistant secretary of interior for water and power development; Clyde Wainwright, president of the board of Sam Houston Electric Cooperative; Mr. Gieseke; Robert Willis, mayor of Livingston, Texas; Douglas Wright, administrator of the Southwestern Power Administration; W. A. Venissat, mayor of Vinton, Louisiana; Congressman Jack Brooks of Beaumont; J. W. Withers, president of the board of the Jasper-Newton Electric Cooperative in Kirbyville; M. P. Hancock, mayor of Jasper; Dempsey Henley, mayor of Liberty; and Louis Stanford, secretary of the board of the Sam Houston Cooperative.

Company to furnish power to area municipalities and cooperatives . . .

Contracts Signed for Purchase Of Rayburn Dam Electric Power

LAST month our Company signed contracts for the purchase of electric power to be generated at the new Sam Rayburn Dam now being constructed on the Angelina River to the north of our service area.

The nine 20-year contracts signed in the Washington offices of the assistant secretary of interior for water and power development will enable power to be sold to our Company by the Southwestern Power Administration through the Sam Rayburn Dam Electric Cooperative. Our Company then will furnish power to Sam Houston Electric Cooperative, Livingston, Texas, Jasper-Newton Electric Cooperative, Kirbyville, Texas, Southwest Louis-

iana Electric Membership Corp., and the municipalities of Jasper, Liberty and Livingston, Texas, and Vinton, Louisiana.

President Richard pointed out that our Company has cooperated in the Sam Rayburn Dam project from its inception primarily because of the importance of an adequate supply of water to the area for industrial and municipal purposes.

"The 52,000 kilowatts of power available in the Sam Rayburn Dam project represents only two per cent of the installed generating capacity already available on our system.

"The advantages from the power produced at the dam will be passed

along entirely to the municipalities and not to our Company or its customers.

"Adequate power is, and always has been available in areas served by our Company. The new Sabine power Station will add another 440,000 kilowatt unit by 1966 bringing that plant to a generating capability of 870,000 kilowatts and the total system capability to approximately 2,700,000 kilowatts," Mr. Richard said.

75 Years Ago

MARCH, 1889—After long deliberation and careful inquiry, the Board of Directors of the Baton Rouge Electric Light and Power Company, has selected as the site of their plant, lots 10 and 12, in square 8, Hickeytown, bounded by North Boulevard, Convention, St. Joseph and St. Maximilian Streets. The lots were purchased from Mr. Lytle for \$1,000. This is about the best location possible for the plant as it is a point central to their system.

—a flashback printed in the Baton Rouge State-Times, March 3, 1964

In Baton Rouge . . .

Fishing Rodeo Dates Set

AN invitation has been extended to all Gulf Staters to enter Baton Rouge Division's annual fishing rodeo, announced Russell Marler, Baton Rouge Electric Meter Department, chairman for this year's event.

Dates for the rodeo will be June 12 through June 20 and it will be held at False and Old Rivers.

Tickets can be obtained from Mr. Marler. For information he can be reached at Extension 337 in Baton Rouge. Ticket sales will end May 29.

Further information on the rodeo will be available as plans are completed, Mr. Marler said.

In Beaumont . . .

Cohron Davis Named Relay Testing Supervisor

COHRON DAVIS, JR., relay foreman in Beaumont, has been promoted to supervisor of relaying testing effective March 1.

In his new position, Mr. Davis will coordinate construction work of the System Relaying Department with that of the T&D Departments, Production Department and contractors.

In addition, Mr. Davis will coordinate test procedures of the division relay groups with those of the system group.

Mr. Davis joined our Company in 1941 as a helper in the Beaumont T&D. He was transferred to the Relay Department as a relayman's helper in 1943 and progressed through various classifications to become a relayman, first class, in 1949. He was promoted to foreman in 1956.

A native of Center, Texas, he was graduated from Stephen F. Austin State College in 1939 and taught school in Nacogdoches County prior to coming to work for our Company.

He is married to the former Effie Claire Blake of Nacogdoches and they have two children, John, 22, a student in Boston, Mass., and Judith, 19, a student at Lamar Tech.

Mr. Davis is a member of Roberts Avenue Methodist Church in Beaumont where he is a member of the official board. He also teaches a men's Bible class named in honor of him.



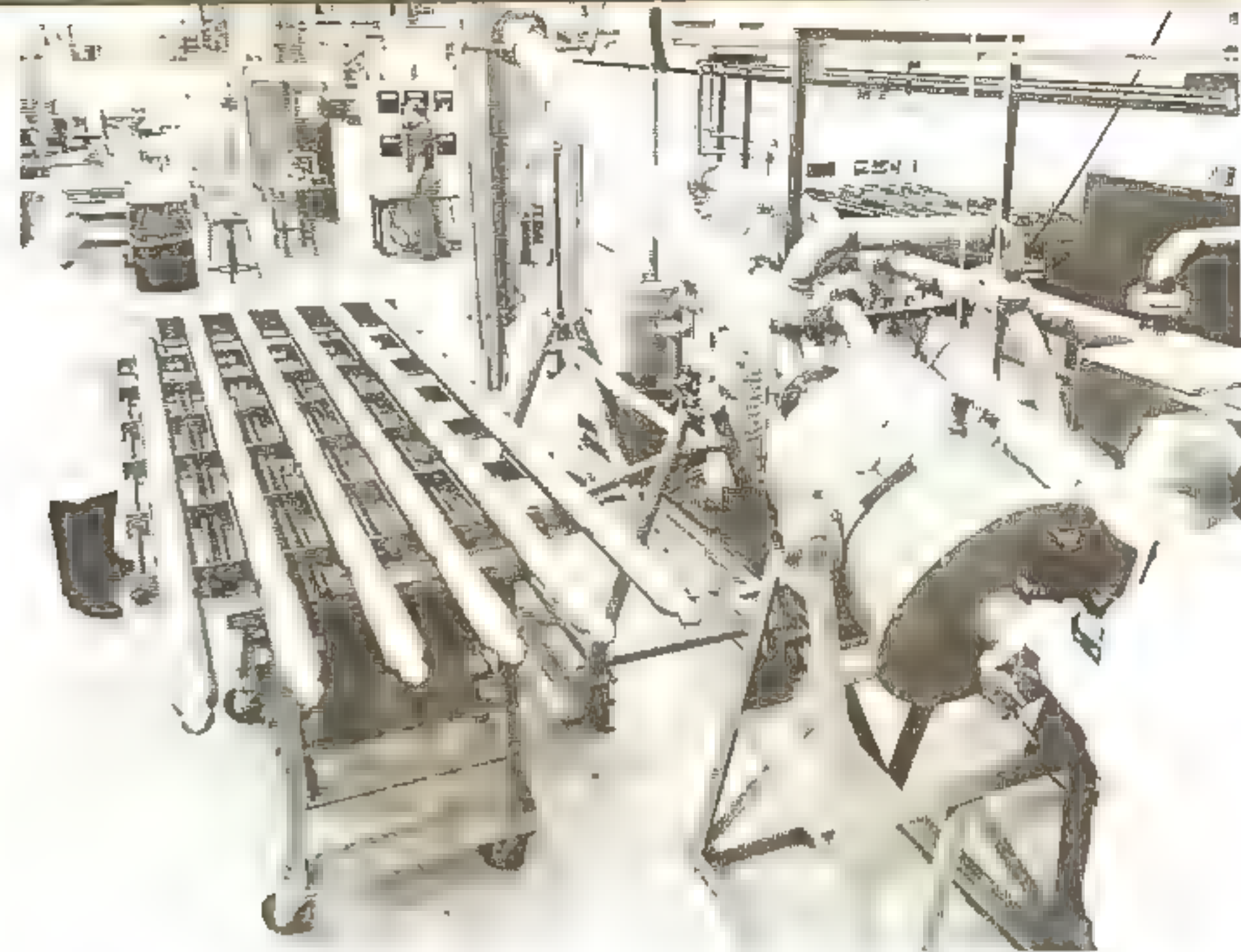
Cohron Davis



ATTENDS ENGINEERING CONFERENCE. J. B. Coltharp, seated fifth from left, system engineering manager, Beaumont, attended an engineering conference last month in Jackson, Michigan, at the offices of Commonwealth Associates, Inc. Mr. Coltharp is a member of the South Central Electric Companies engineering committee. SCEC is composed of the 11 investor-owned companies working on the 500,000-volt line which will permit a seasonal interchange of 1,500,000 kilowatts of power with the Tennessee Valley Authority. The meetings covering various phases of the planning and progress of the SCEC project were held February 13 and 14. They were attended by nine representatives of the South Central utility firms. Several members of Commonwealth's engineering staff presented the group various summaries of technical studies being conducted in connection with the project. Models of towers, layouts and apparatus were used quite frequently during the sessions.



NEW SALES TROPHY PRESENTED. E. L. Robinson, vice president and general sales manager, Beaumont, presents Rex Lee, manager for Beaumont Division, and R. A. McAlpine, superintendent of sales, Beaumont Division, with the "Residential Kilowatthour Trophy" for Beaumont Division's having the largest gain in the average use of electricity per home customer during January. This trophy will rotate each month to the division with the largest gain in residential usage during the month. At the end of the year, the division that has accumulated the overall largest gain will retain the trophy permanently.



EQUIPMENT CONTINUES TO MOVE TOWARD PEACH BOTTOM. (Left) The 173-ton reactor pressure vessel for the high temperature helium cooled nuclear power station starts its long trek by barge and truck to the Philadelphia Electric plant site at Peach Bottom, Pa. (Right) Finished fuel element for the high temperature gas-cooled reactor (HTGR) at Peach Bottom are fully assembled on the table at left, ready to be packaged for shipment. Assembly of the seventh element begins in special brazing furnace, right, which joins the bottom reflector of the element to the graphite sleeve. Brazing furnace tips up to a vertical position to insure a uniform bond of the fuel element parts. The Peach Bottom project is being sponsored by our Company and 53 other investor-owned utility companies. Construction of the 40,000

kilowatt plant, which will be owned and operated by Philadelphia Electric Company, is now two-thirds completed.

THIS IS JUST ANOTHER EXAMPLE OF HOW ATOMIC POWER DEVELOPMENTS BEING MADE BY INVESTOR-OWNED UTILITIES MAKE FEDERAL OPERATION OF ATOMIC POWER NEEDLESS AND WASTEFUL.

... this is one of the key facts regarding the investor-owned electric utility business. It is important for each of us to see that this information is relayed to our friends and associates to offset the misinformation being disseminated by Federal power proponents.

*Announced by TAERF
for Texas universities . . .*

What others are saying . . .

Major Nuclear Research Program To Be Sponsored

OUR Company, along with nine other Texas investor-owned electric utility companies, will sponsor a new major research program in atomic energy to be conducted initially at the University of Texas and Texas A&M University.

The ten companies make up the Texas Atomic Energy Research Foundation. The initial phase of the program will carry a commitment of \$325,000. Ultimately the foundation may support a total of \$540,000 in nuclear research in Texas.

The research projects will complement a program of nuclear fusion research which has been under way since 1957 under the joint sponsorship of TAERF and the General Atomic Division of General Dynamics Corporation in San Diego, California.

The research program seeks to harness the thermonuclear (fusion) reaction (the source of power of the hydrogen bomb) for the eventual economical generation of electricity. The project is the world's first and largest

**EDITORIAL
PAGE**

THE HOUSTON POST
AN INDEPENDENT NEWSPAPER

PAGE 4, SECTION 5 SUNDAY, MARCH 1, 1964

Texas Investor-Owned Electric Companies Praised for Research Program Investment

By JIM MOUSNER

Chief of the Post Austin Bureau
AUSTIN—A forward-looking segment of Texas Industry has taken a step which may have an incalculably beneficial influence on our lives and those of future generations.

Ten of the state's private electric utility companies, which make up the

program in controlled nuclear fusion research financed entirely by private industry.

The initial stages of the programs at the two universities, up to a total of \$325,000, will be disbursed during 1964, 1965 and 1966. The University of Texas will receive \$245,000 for two projects and \$80,000 will go to Texas A&M for one project.

membership of the Texas Atomic Energy Research Foundation, announced last week that they are investing \$325,000 in a research program that not many years ago would have sounded like science fiction.

The program will seek to tame the immense forces of thermonuclear or fusion reaction and put them to work for mankind—specifically in this case to generate electricity. The first phase of the work will be done by the University of Texas and Texas A&M University.

In fusion reaction—the source of energy for the hydrogen bomb—the nuclei of two light atoms are locked together by great heat and pressure. In nuclear fission reaction, the other method of producing atomic energy, the atom is split, releasing energy.

For man to have at his fingertips, so to speak, the energy generated by the H bomb and the sun would without question offer tremendous opportunities for his physical betterment.

It would not only mean having a very economical means of producing power, but would open an almost unlimited reservoir of fuel in the form of deuterium or heavy hydrogen found in vast quantities in seawater.

One of the scientists present last week when the new research program was announced estimated that the amount of deuterium in the sea would produce energy equivalent to a 300-mile-deep layer of coal covering the earth.

While its objective is important, the program has other ramifications which are perhaps less obvious but no less significant.

Among these is the fact that a group of practical, hard-headed businessmen decided to spend a considerable sum of money on a project which will involve a great deal of pure, as well as applied, scientific research.

There is no guarantee that a means can be found to control thermonuclear reaction so that it will be an economical source of power, but the 10 investor-owned electric utility companies of the research foundation, including the Houston Lighting and Power Company, believe that it can be done.

They have demonstrated their faith in the program by their willingness to underwrite it, though it will be many years at best before any profit can be realized.

The idea for the research project was not hastily conceived. In 1957, the year the Texas Atomic Energy Research Foundation was formed, it entered into a contract with the General Atomic Division of the General Dynamics Corporation in San Diego, Calif., for a jointly conducted research program in the field of controlled fusion reaction.

The work to be done under the new project will complement work being done by General Atomic.

Another significant aspect of the program is that the research is being carried out by two Texas institutions of higher learning, the University of Texas and Texas A&M.

The fact that this challenging project is being tackled by these schools should both enrich their own research experience and lend stature to all Texas higher education.

Dr. M. T. Harrington, chancellor of the A&M University and System, who attended last week's luncheon at which

the program was disclosed, summed up the feelings of Texas educators on this subject when he said he resented some out-of-state educators' reference to Texas as an "intellectual wasteland."

The Texas Atomic Energy Research Foundation is not, of course, sponsoring fundamental scientific research without the expectation—or hope at least—of realizing some benefits from it. The foundation is mindful that some day Texas' abundant supply of natural gas, the principal fuel used to generate electricity, will be depleted. Controlled fusion reaction may answer the need for a new source of power. Atomic fission is not now competitive with natural gas as a means of generating electricity in Texas.

Research in controlled nuclear fusion is not new. It is being undertaken elsewhere in this country and abroad, including the Soviet Union.

The Texas electric companies sponsoring the new research could have waited until someone else came up with the answer. That they did not is a tribute to the vision and initiative of private enterprise, which has been criticized in some quarters for shunning risks in the quest for profits.

This bold new program, if it is successful, will also put Texas on the ground floor of a new era.

Long Lines of Power

IT'S wonderful how, as the number of farmers in the nation is decreasing, loans made by the Rural Electrification Administration keep relentlessly increasing.

The REA originally was set up to help bring electricity to farms which for one reason or another couldn't get it through regular channels. Today, with electric power available to almost 100% of the U.S. farms that want it, the REA continues to pry funds from Congress to lend to expansion-minded electric—and telephone—co-operatives.

The REA reports, for instance, that in the first 11 months of 1963 it lent \$254.5 million to electric co-ops to build 19,500 miles of lines and other facilities to serve 151,800 rural customers. Telephone loans totaled \$76.6 million. The cumulative total of power and phone loans since the REA was established now exceeds \$6 billion. Which, by any standards, makes this a Government operation of impressive size.

How come it keeps on growing? For one thing, plainly all the rural people belonging to those co-ops aren't farmers. Indeed, electric co-ops have been competing with investor-owned power

companies for suburban and even commercial customers. Some co-op power groups have become so big that they've crossed state lines.

That tendency toward empire-building has moved the Federal Power Commission to challenge the interstate groups to show cause why they shouldn't be regulated by the FPC—which they aren't now—just as are investor-owned utilities. The co-ops are countering with the aid of Senator Humphrey, who has introduced a bill to exempt them from FPC jurisdiction.

Whether more regulation is much of a solution may be doubted, though there's obviously something wrong with competition between a free-wheeling, Government-subsidized operation and a closely regulated and circumscribed investor-owned one.

But at least the FPC action is one more reminder of the REA's growth capacity. In particular it should be a reminder to Congress that it's time to cut this agency's overextended power lines.

The Wall Street Journal
Friday, January 10, 1964



THRIFT PLAN

PURCHASES of Company stock made by the trustee during January covering employee deductions and Company contributions through February were as follows:

- 1,209 shares of Common stock at a total cost of \$51,309.34 or an average cost per share of \$42.4395
- 70 shares of \$4.40 Preferred stock at a total cost of \$6,880.13 or an average cost per share of \$98.2876

The above costs include brokerage and commission fees.

The trustee also deposited \$21,667.57 with the savings department of the First Security National Bank in Beaumont.



Stella Clanan



C. E. Kleinpeter



Louis Patterson

In Port Arthur, Baton Rouge, Navasota . . .

Three Employees To Retire April 1

THREE employees are scheduled to retire April 1.

They are: Charles E. Kleinpeter, substation mechanic, Baton Rouge T&D; Louis Patterson, Jr., Navasota T&D; and Stella Clanan, a meter reader in the Port Arthur Accounting Department.

Mr. Kleinpeter

Mr. Kleinpeter has been an employee since October 5, 1935. He began his electrical career as a laborer in Baton Rouge. In 1937, he was transferred to the Line Department. From July, 1942, to March, 1943, he was on military leave with the Army Signal Corps.

Upon his return he progressed through various line and service classifications to become a lineman, first class, in 1947. He has been a substation mechanic since 1952.

Mr. Kleinpeter is a native of Hope Villa, Louisiana. He and his wife, Helen, have three children, a daughter, Wanda, 16, a junior at Baton Rouge High School, and two sons, Thomas, 15, a sophomore at Baton Rouge High School, and Billy Joe, 19, with the U. S. Navy at the U. S. Navy Electronics School, San Diego, California.

Mr. Kleinpeter is a member of the Grace Baptist Church and the American Legion Post 38. Plans for retirement call for hunting, fishing and gardening.

Mrs. Clanan

Mrs. Clanan first came to work for our Company in 1944 as a customer contact representative in Port Arthur. She left our Company for about a year in 1945, returning in 1946 to the same position. She has been a meter reader since 1949.

A native of Evangeline, Louisiana, Mrs. Clanan attended school in Port Arthur and was employed by various Port Arthur businesses prior to joining our Company.

Mrs. Clanan is a member of Immaculate Conception Catholic Church

in Groves. She has a daughter, Elizabeth Anne, who is a sophomore at Lamar Tech.

Mrs. Clanan and her husband, William R. Clanan, Sr., plan to move to their ranch at Hemphill, Texas, following retirement.

"My husband will raise cattle and I'll sit in a rocking chair and take life easy while visiting with friends," Mrs. Clanan said. "You Gulf Staters must come to see us."

Mr. Patterson

Mr. Patterson joined our Company in 1939 as a laborer in Navasota. In 1941, he was transferred to the water department. When our Company sold the water department to the City of Navasota he was transferred to the T&D Department.

Mr. Patterson is a native of Whitehall, Texas, where he attended school. Prior to being employed by our Company he worked for several Navasota businesses.

Answers To Killowatt Kollege

(Questions on page 15)

1. d. \$22 million. The 1964 expenditure is part of a \$128 million four-year construction program.

2. c. nearly 50. Almost 60 per cent of the fiscal REA loan budget now goes for G&T loans.

3. d. all of these. REA has drawn rebukes from Congressmen on these Section 5 loans be-

cause they stray so far from the original purpose for which the agency was created.

4. d. nine times. Since 1920, the Kwh use per manhour has climbed from 1.21 to 11.93, indicating the effectiveness of electricity in performing tasks in the manufacturing industries.

5. c. 29. Willow Glen Number Two, a 220,000-kilowatt unit, is the 29th added to our Company's system since Neches Number One began operating in 1926.

(Sources for these answers will be furnished upon request.)

To be held in Port Arthur . . .

Date Selected For Annual Golf Event

MAY 29, a Friday, has been set for the Annual Golf Tournament for the employees of the Lake Charles and Texas Divisions, it was announced by J. C. Siddall, Port Arthur T&D, general chairman for the tournament.

Mr. Siddall also announced the members of the various committees who will make arrangements for the tournament. They are:

Committee Number One—Handicaps, Pairings, Starting and Scoring—

Chairman, Bill Heaner, assistants, Paul Hampton, Bill Barksdale, J. W. Minner

Committee Number Two—Entry Fees, Finances—

Chairman, Virgil Shaw, assistant, Joe Fontana

Committee Number Three—Food, Recreation—

Chairman, Blackie DeCuire, assistants, Wayne Hiter, George Myers

Committee Number Four—Rules, Grounds—

Chairman, Ed Barton, assistant,



COOK YOUR LUNCH . . . AND EAT IT TOO! Al Mesko, executive chef for the General Electric Company, conducted practical cooking demonstrations for commercial salesmen of GSU in Beaumont and Baton Rouge on February 25 and 26, and February 27 and 28, respectively. Food preparation was taught so that our salesmen will be of greater help to the food service operators in their territories. Food for the meals was prepared by the salesmen, who later ate what they cooked for lunch.

Calvin Hebert
Committee Number Six—Publicity—
Chairman, Jim Turner, assistant,
Bunch Eads
Committee Number Seven—Division

Representatives—
Beaumont—Jim Atkins
Lake Charles—Norman Lee
Navasota—Albert Baird
Port Arthur—F. W. Jones

This year's tournament will be held at the Pleasure Island Golf Course in Port Arthur.



BATON ROUGE LOAD BUILDER OF THE YEAR. Dolph McKown, Baton Rouge commercial lighting sales, receives the Load Builder of the Year Plaque from J. W. Kirkland, superintendent of sales for the Baton Rouge Division.

Home Customer Use Averages 5,260 Kwh

ON January 1, 1964, our Company ranked 19 in the average kilowatt-hour use per residential customer in the listing of 134 electric companies which report this information to Edison Electric Institute.

In the West-South Central division our Company ranked third after Houston Lighting and Power Co. and Dallas Power and Light Co.

At the end of 1963, our Company reported our annual average of kilowatt-hour use per home customer was 5,260 Kwh.

To help someone who may be suffering a heart attack: Summon a doctor immediately; keep the patient quiet, warm but not hot, and as comfortable as possible, Southeast Texas Heart Association says.

THE STORIES ON THESE PAGES POINT OUT THAT THE INVESTOR-OWNED ELECTRIC UTILITY INDUSTRY ATTRACTS GOOD PEOPLE TO WORK FOR THEM AND THAT THE ACTIONS OF THE EMPLOYEES HELP TO MAKE THE COMPANIES GOOD CITIZENS WHEREVER THEY SERVE.

... these are two of the key facts regarding the investor-owned electric utility business. It is important for each of us to see that this information is relayed to our friends and associates to offset the misinformation being disseminated by Federal power proponents.

gulf staters in the news

Aubrey Sprawls Named Chamber Agriculture Chairman

AUBREY D. SPRAWLS, industrial engineer, Beaumont, has been named chairman of the agriculture committee of the Beaumont Chamber of Commerce.

The committee has as its aim for 1964 to assist in creating and developing an intensified program for agriculture and agri-business for the area.

Mr. Sprawls is a native of Clovis, N. M., and a graduate of Texas A&M with a BS degree in agricultural engineering. He has been with our Company since 1949.

Mr. Sprawls has been very active in area agricultural circles. He served



A. D. Sprawls

CUBS TOUR SERVICE CENTER: W. H. (Hilley) Caswell, section head, Beaumont T&D, shows a group of interested Cub Scouts around the dispatcher's room at the Beaumont Service Center. The scouts were from Dens 1 and 4 in Beaumont. Patsy Morrison, wife of GSU'er Norman Morrison, senior engineering assistant, Beaumont T&D, is den mother of Den 4 and Mary McLean is den mother of Den 1.

as chairman of the South Texas State Fair's livestock division in 1959 and was awarded the Honorary Lone Star Farmer Degree by the Future Farmers of America in 1962 for his contributions to vocational agriculture in Texas.

One of our Beaumont Gulf Staters was featured, in a rather unusual way, in the February, 1964, issue of THE TEXAS PRESBYTERIAN under the column heading of "Pastors 'n People."

Police Nab Deacon Brader For 'Prowling'

BETTER THAN 'GUNSMOKE'—One frosty night recently Deacon Walter Brader, chairman of building and properties at Robbins Memorial Church in Beaumont, went to the church about 11 p.m. to turn on the heat. He was in the church, shining his flashlight on the controls when cold steel touched his back.

A policeman, suspicious of the "prowler" in the church at that late hour, had come in to investigate, and had Brader's hands in the air, and (we'll wager) his heart missing a beat.

Mr. Brader is meter foreman in the Beaumont T&D.

J. B. Coltharp, system engineering manager, Beaumont, has been named to the board of directors of the Beaumont YMCA.

Mrs. J. R. Peckham, wife of J. Roy Peckham, district superintendent, has been elected board member for the Lafayette Art Association, and is also chairman of the Sidewalk Art Show held in Lafayette. Mrs. Peckham is very active in art circles and is presently instructing art classes in connection with the Parish Recreation Department. The Peckhams have one son, J. Roy, who is with the Company in the Beaumont T&D.

Jack Worthy, assistant advertising director, Baton Rouge, has been elected a member of the Baton Rouge Chapter of the Public Relations Society of America.

A. W. Hastings, vice president, Beaumont, has been named public relations committee chairman for the Sabine Area Chapter of Texas Manufacturers Association for 1964.

Mildred Tribble, home service advisor, Baton Rouge, served as a judge in the recent Istrouma High School Beauty Pageant.

Roy S. Nelson, formerly chairman of our Company's board of directors, was honored on February 24 by the First Security National Bank of Beaumont

along with a number of other persons who played key roles in the solution of Beaumont's rail grade problem. Mr. Nelson is chairman of the "Go-Beaumont Committee" which sparked the passage of the multimillion dollar bond issue last year.

M. T. Ball, Director, Resigns as President Of Sabine Towing

MUNGER T. BALL, a member of our board of directors from Port Arthur, resigned on February 13 as president and general manager of the Sabine Towing and Transportation Co. He has held these positions since the company was founded in 1909.

Mr. Ball will remain with the company as chairman of the board and executive officer it was announced at the stockholders meeting.


Mr. Ball began his career in Port Arthur in 1908 as a marine engineer and pilot at Sabine.

His firm, which he founded in 1909, owns and operates steamships, tugs and barges and is engaged in the transportation of petroleum products in bulk and towing services.

Mr. Ball's career has been filled with business and governmental affiliations as well as a host of activities connected with Masonry and a long list of civic activities.

In addition to being a member of our board, he is chairman of the board of First National Bank, a board member of Standard Brass and Manufacturing Co., and was a member of the board of trustees of Port Arthur College from 1936 to 1962. He has been a member of our board since 1940.

Mr. Ball is a past national vice president of the Propeller Club of the United



THIS MESSAGE MAY SAVE A LIFE OR LIMB—PLEASE RUSH IT.

SAFETY-GRAM

SAFETY
DAY
NIGHT

To: All Gulf Staters
Place: System
Date: 3/5/64

CONGRATULATIONS

ONE MILLION MANHOURS ACCOMPLISHED

As of midnight, February 26, 1964, we have again accomplished one million manhours, System wide, without a disabling injury. Reddy is already climbing the ladder toward the two million manhour goal. To obtain the record of two million manhours, we must be constantly on the alert to recognize all hazards.

The cooperation of everyone, in every department is needed. Office personnel should be on the watch for unsafe conditions the same as all field and plant employees. We cannot possibly reach the top without your willingness to see that each job is well done safely.

CONGRATULATIONS TO ALL!

Reddy Kilowatt will stand one one day at midnight, February 27, 1964.

SYSTEM SAFETY DEPARTMENT

To You: In An Effort To Prevent Injuries, From System Safety Dept.

States; member and past president of the Propeller Club, Port of the Sabine; chairman of the waterways committee, also director and past president of the Port Arthur Chamber of Commerce; past vice president and present finance committee member of the East Texas Chamber of Commerce.

He was a delegate to the Permanent International Association of Navigation Congresses in Brussels, Belgium, in 1935, by appointment of the U.S. secretary of state. He was also a delegate to the conference on scientific research conservation and utilization resources of the United Nations at Lake Success, N. Y. in 1949, by secretary of state appointment.

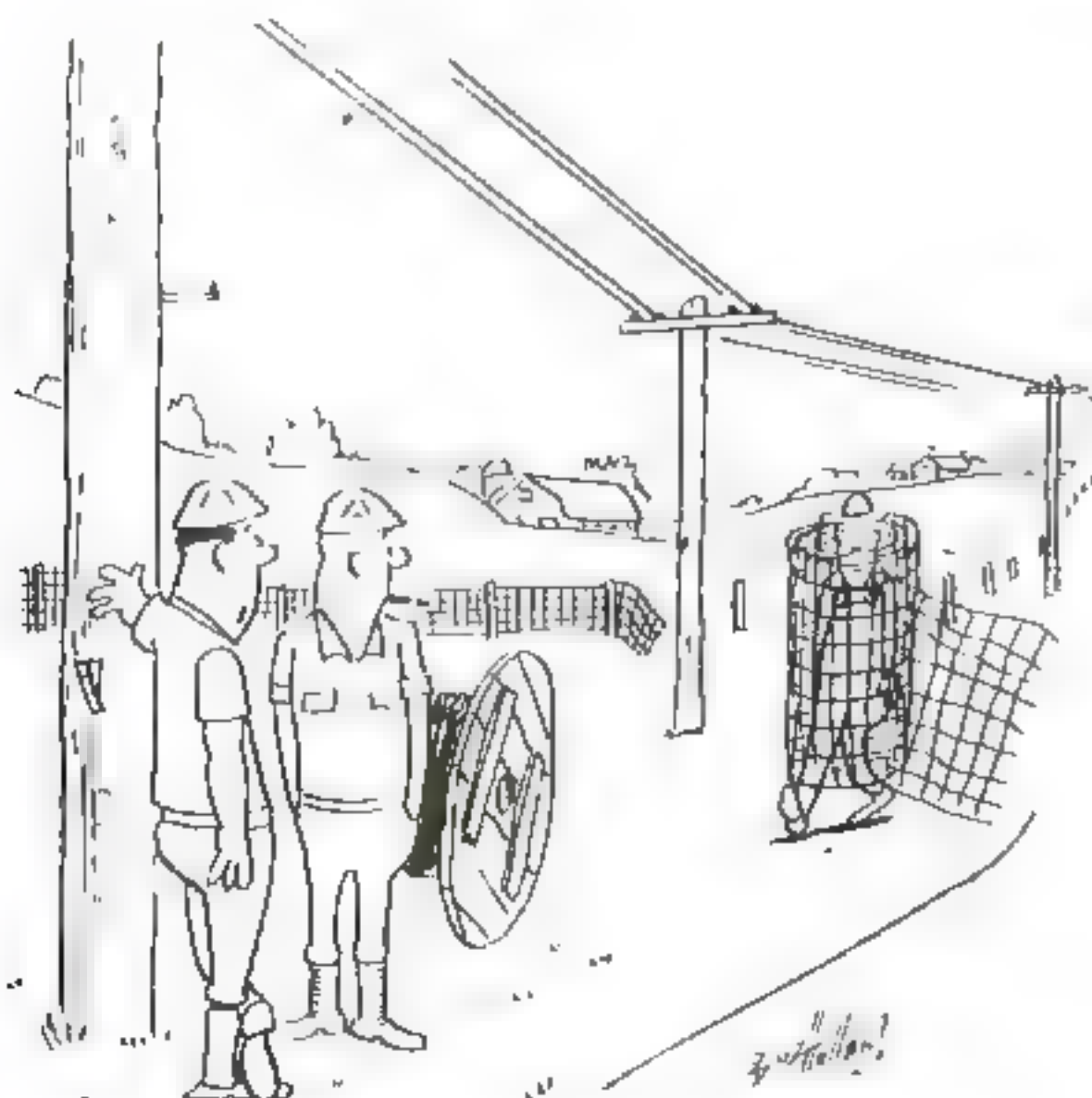
Charles Gary Elected Girl Scout Executive

CHARLES GARY, supervisor of sales, Lafayette, was recently elected president of the Bayou Council of Girl Scouts. The Council covers the same area as the Lake Charles Division.

Mr. Gary is also a member and past president of the Breaux Bridge Volunteer Fire Department, member and past president of the Breaux Bridge Lions Club, member of St. Martin Parish Red Cross Board, assistant district chairman of St. Martin District Boy Scouts of America, and is a member of the 4th Degree Knights of Columbus. He resides in Breaux Bridge with Mrs. Gary and their two children.

E. A. Werner, vice president—Baton Rouge Division, was installed as president of the City Club of Baton Rouge on President's Night, February 21.

A man once wrote of his home background: "We always prayed. It was just as natural for us to pray, to call upon God for help, as it was for us to get up and eat breakfast. It was part of us." This was the Eisenhower household, where the father and mother, David and Ida, prayed with their five boys and often held religious services. —Duane Valentry in **Good Business**.



"Betcha a cigar this farmer is coming to borrow the wire cutters."



ELECTED GIRL SCOUT EXECUTIVE. Charles Gary, district sales supervisor, Lafayette, has been elected president of the Bayou Girl Scout Council. Mr. Gary has been the Bayou Council second vice-president for the past two years and works actively with both the Girl Scouts and Boy Scouts. He will serve a three year term as president.

A. H. Shirley, Beaumont, Dies Following Heart Attack

FUNERAL services were held February 17 in Beaumont for A. H. "Jack" Shirley, 45, service foreman in the Beaumont T&D.

Mr. Shirley died February 15 in a Beaumont hospital shortly after being admitted. He had apparently suffered a heart attack at his home.

He had been an employee of our Company since October 26, 1939, when he came to work in Beaumont as a groundman in the T&D. By 1944, he had worked through various classifications to become a lineman, first class.

He was promoted to line foreman in 1948. He was made assistant service

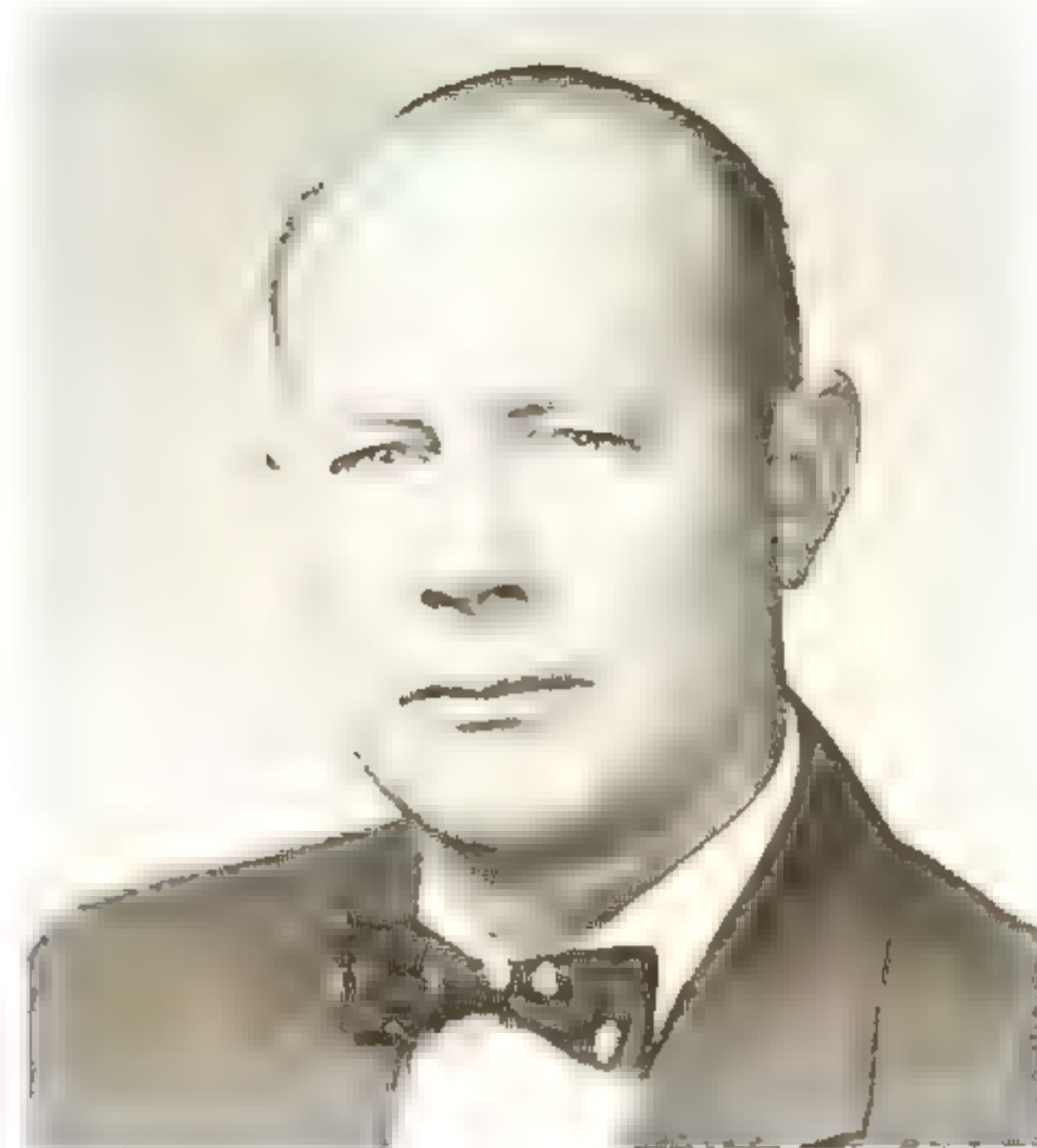
foreman in 1955. He had been service foreman since 1956.

Mr. Shirley served two tours of service in Liberty in lineman and service-man positions.

Prior to joining our Company he was employed by Houston and Beaumont wholesale grocery companies. He had also worked for Southwestern Gas and Electric Company.

A native of Winnsboro, Texas, Mr. Shirley had lived 23 years in Beaumont.

Servivors include his wife, Mrs. Gus-sie Touns Shirley, and a son, David



A. H. Shirley

Shirley, both of Beaumont: his parents Mr. and Mrs. D. H. Shirley of Winns-boro; a brother and two sisters.



L. M. Haynes

Death Claims BR Retiree Leroy Haynes

LEROY M. HAYNES, a retired Baton Rouge employee, died March 5 in Baton Rouge. He was 72.

Mr. Haynes, who retired in November, 1956, had been a garage mechanic in the Government Street Garage. He had been an employee of our Company since March 8, 1945. He was a native of Meridian, Mississippi.

Survivors include his wife, Cecile, four sons, Sidney, Ralph, and Robert, all of Baton Rouge, and Roy, Tulsa, Oklahoma; two daughters, Mrs. Virginia Darnielle, Baton Rouge, and Mrs. William Chmylak, Arab, Ala.; a brother and 11 grandchildren.

Valry Dugas, Retired Lafayette Employee, Dies

VALRY S. DUGAS, a retired Lafayette employee, died January 29 after being ill for several months. At the time of his death he resided in Carencro with his daughter, Mrs. Burton Andrus.

Mr. Dugas retired January 31, 1951. At the time of his retirement he was a meter reader in the Lafayette District. He began his employment with our Company on March 1, 1921, as a district representative in Carencro where he worked until transferred to Lafayette in 1948. He was a native of Hackberry, Louisiana.

Sympathy to:

Alvin R. East, employee at Sabine Station, on the death of his father, Abney J. East.

Mildred Killbuck, office supervisor, System Personnel Department, Beaumont, on the death of her mother-in-law, Mrs. J. R. Killbuck, February 27 in Beaumont.

Wyne Bogue, System Engineering, Beaumont, on the death of his son, John Frederick, March 5.

E. E. Kaltwasser, serviceman, Huntsville, on the death of his father, C. F. Kaltwasser of Caldwell, on February 21.

Mr. and Mrs. John G. Adams, on the death of their infant son, John D. Mr. Adams is a chemist in System Production, Beaumont.

Grace Spivey, supervisor, Beaumont Steno Department, on the death of her mother, Mrs. Adelia Spivey, 76, who died March 6 at her home in Sour Lake.

Diets and Vitamins

"VITAMIN SUPPLEMENTS will not make a poor diet good", according to experimental findings of a nutrition class conducted by Dr. Bessie B. Cook at University of California. The class had four groups of rats—(1) on a good diet; (2) on a good diet plus vitamin supplement; (3) on a poor diet; and (4) on a poor diet plus vitamin supplement. They found the animals were no healthier on a good diet plus supplement than on a good diet alone. They also found that animals on poor diet plus vitamins did not approach the healthy condition of animals on a good diet alone. The reason is that a poor diet may lack more than certain vitamins; it may be short on protein and minerals. (Reference: Folder, HXT-33, Are Vitamin Pills Necessary?, University of California Extension Service, Berkeley, Calif.)



HOMEMAKER'S HOLIDAY CONTINUES TO PROVE A FAVORITE WITH AREA LADIES. At the left is a picture made at the Homemaker's Holiday presented by Becky Jones, Port Arthur home service advisor, for the St. Paul's Lutheran Ladies Aid of Port Arthur. Fifty-five ladies learned how they could use their refrigerator-freezer and electric range in order to have a holiday. Food prepared during the demonstration was given as door prizes. At the right, Gwen Hansen, home service advisor, Beaumont, presents a small appliance demon-



stration at Pinewood Country Club at the regular ladies day meeting. Mrs. Dave Russell was hostess for the day. The "main event" was a sirloin tip roast cooked on a portable rotisserie. Mrs. Hansen pointed out to the ladies that most appliances can be used for a variety of foods. Dishes were prepared in a buffet-style skillet, a toaster-broiler, a blender and a toaster-oven. The demonstration was followed by a luncheon. Assisting Mrs. Hansen is Geraldine Wykoff, left, maid in the Beaumont Test Kitchen.

Three New Engineers Receive Assignments

THREE newly-employed engineers completed their orientation training programs in January and February and have been assigned. All three are electrical engineers.

Michael W. Fancher, a graduate from Mississippi State University was assigned, January 16, to the Port Arthur T&D.

Jimmy C. White, a Lamar State College of Technology graduate, was

assigned to the Lake Charles Division T&D, also effective January 16.

Allen E. Anderson, a graduate of Louisiana Polytechnic Institute was assigned to the Navasota Division T&D on February 1.

Mr. Fancher

Mr. Fancher is a native of House, Mississippi, and joined our Company in Beaumont in November, 1963. He received his BS from Mississippi State in 1961, prior to attending Miss. State he was a student at East Central Junior College, Decatur, Miss.

From October, 1961, to October, 1963, Mr. Fancher served in the U. S. Army at the United States Army Air Defense Agency, Fort Meade, Maryland. In Port Arthur he is a member of Central Baptist Church.

Mr. White

A native of Freeport, Texas, Mr. White came to work in Beaumont in June, 1963, following his graduation from Lamar Tech. He was graduated from Brazosport High School in 1959.

Mr. White is married to the former Dawn Ward of Freeport. They have one daughter, Betsy Diane, born January 3. Mr. White is a member of the Baptist Church and the Institute of Electrical and Electronic Engineers.

Mr. Anderson

Mr. Anderson was employed in Beaumont in August, 1963, following his graduation from Louisiana Tech. He is a native of Ruston, Louisiana.

He is married to the former Sydney

Tooke of Baton Rouge. He is a member of the Baptist Church, and at Louisiana Tech he was affiliated with Kappa Sigma, social fraternity, and a student member of IEEE. He has served six years in the U. S. Naval Reserve with two years on active duty.

Yes, he was a super salesman. He sold two milking machines to a farmer with only one cow and then took the cow as a down payment.

A cold shoulder never makes a warm friend.



A. E. Anderson



M. W. Fancher



J. C. White



RECEIVES WHITE HAT. In ceremonies on February 1, J. D. Fleming, operating supervisor, Louisiana Station, presented Lloyd Blanchard his white hat upon his being promoted from head fireman to station engineer.

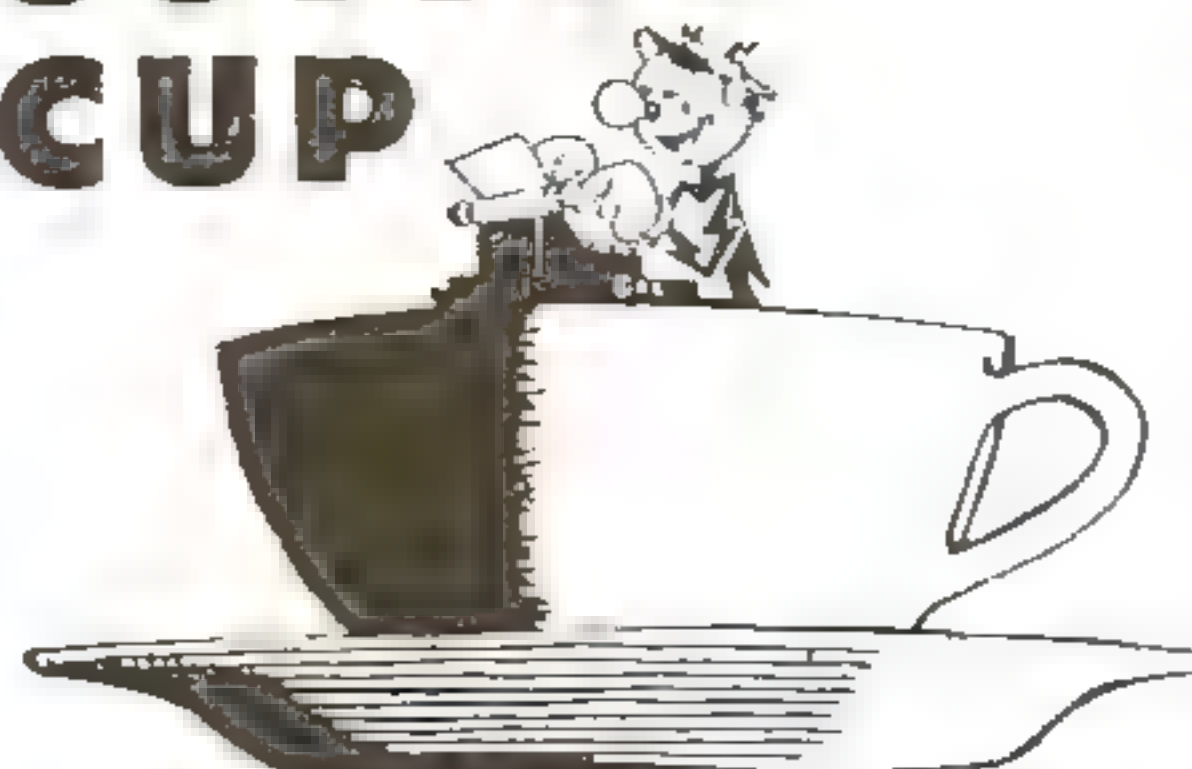


CHAMPION DANCE ROLLER SKATERS. Edmund LaFosse, son of Mr. and Mrs. Harold LaFosse (he's an accountant in the Financial Accounting and Reports Section of Beaumont), and Sona Lubera of Nederland were third place trophy winners in the open division and placed fourth in the juvenile division at a recent roller skating competition meet held at Hubert's Skating Rink in Pasadena, Texas. Skaters from all parts of Texas participated in the meet. In June, Edmund and Sona will enter the regional competition to be held at the Will Rogers Coliseum in Fort Worth, Texas. Edmund has been skating for a year and a half and has been dance skating with Sona for only six months. He is ten years old and in the fifth grade at St. Anne's Parochial School.



FIRST BUCK. David, 12-year-old son of Norman Head, System Rate Department, Beaumont, bagged this nine point buck in Louisiana while on his first hunting trip.

COFFEE CUP



THE 15th Floor employees welcomed **Jim Keeling** to the Engineering Department last month. Jim transferred from the survey crew to take Bill Dobbs' place. Bill left the Company, January 31, to make a career of the service.

Young **James Harris** was so pleased with the attention he received while in the hospital last month that he wants to go back. James is the son of Mr. and Mrs. **Willie Ray Harris**, an engineer in Electrical and Civil Engineering. James recovered very nicely after undergoing minor surgery on February 14 in Beaumont's St. Elizabeth Hospital.

Also undergoing minor surgery last month was **Charles Collier** who had a growth removed from his little finger.

—By *Lily Walters*

MARY CATHERINE BRYANT, Beaumont Credit and Collections, became the bride of **Elliott Gail Bounds**, February 22, in a ceremony solemnized in Beaumont's St. Anthony's Catholic Church.

The daughter of Mrs. Mary C. Bryant of Beaumont, the bride was given in marriage by her brother, **Randolph H. Bryant**.

Prior to coming to work for our Company, Mrs. Bounds completed a two-year course in secretarial science at Lamar State College of Technology. The bridegroom has served a tour of duty with the U. S. Navy.

LAFAYETTE

LAFAYETTE District says welcome to two new employees: **Mrs. Lucina "Tookie" Guidry** and **George L. Arce-neaux**. Tookie replaces **Bobbie Bourg** at the switchboard and cashier's desk. She resides in Lafayette with her hus-

band and baby daughter, **Melissa Claire**. George is a new helper on the line crew, and makes his home in Scott, where his wife teaches school.

Freddy "Chief" LeBlanc retired from active duty on February 1. A small party was held in his honor at the Service Center, at which time the Lafayette office presented him with a recliner chair for his TV viewing. Besides the office and service personnel, Mrs. LeBlanc and a daughter, Mrs. Mac Lee Hebert, attended the festivities. "Chief" had 30 years service with our Company at the time of his retirement.

We are glad to see **Joe Gresko** up and around again after his accident in late November. Joe suffered a broken leg at that time, but is managing well without benefit of crutches or cane now. We hope to see him back on the line crew very shortly.

Miss Karen Rome is recovering from a recent tonsillectomy and is doing exceptionally well. Karen is the daughter of Mr. and Mrs. **Cullen Rome**. Cullen is a utilityman.

—By *Cynthia DuBois*

SABINE STATION

MR. and Mrs. **Dan Dumas** are getting settled in their new home at 172 Live Oak Drive in Bridge City. Mr. Dumas is a second fireman at Sabine Station.

Sabine Station employees enjoyed a wonderful meal and a very nice evening at the annual husband and wife safety dinner held this year at Angelo's Restaurant in Orange. Among those winning door prizes were **Mrs. Sandra Black**, wife of **N. R. Black**, test supervisor, **Mrs. C. N. Giffin**, wife of our



READY TO TAKE IT EASY. Freddy LeBlanc, Lafayette T&D, relaxes in his new recliner chair, a gift presented to him by the Lafayette District employees last month at his retirement party.

control operations foreman, and Mrs. Delores Douget, wife of Claude Douget, second fireman.

The Lions Club of Bridge City are helping to finance the forthcoming trip to Toronto, Canada, by the Bridge City High School Band on June 15. Looking forward to the trip are **Walter Burris, III**, son of **W. H. Burris, Jr.**, control operations foreman, and **Morris Sandefer, Jr.**, son of **M. E. Sandefer**, master electrician at Sabine Station.

—By Kathleen Fuller

NELSON STATION

NELSON STATION employees welcomed two employees who transferred from Riverside Station recently. **Harold L. Ney** was transferred as a second fireman and **Daniel R. Blanchard** was transferred as a repairman, second class.

Nelson Station still enjoys a steady stream of visitors. Recently the science classes from two Lake Charles schools toured our plant. On February 5, we had six adults and 25 students from the Forest K. White School Eighth Grade Science Class visit us as part of their study of electricity. Mrs. Grissom is the teacher.

On February 25, the science class from the junior and senior high sections of the Lake Charles Christian Institute School toured the station. The 30 students were accompanied by Robin R. Hood, principal, Philip Courtney and John A. Hodges, teachers.

C. H. Watler, operation supervisor, led both groups in a discussion session on electricity. Then he, with the help of **Bob Guidry**, maintenance supervisor, **George Brill**, test supervisor and **W. R. O'Kelley**, control operations foreman, guided the groups through the plant.

—By Dora Johnson

LAKE CHARLES

BOBBIE G. MOON, a new employee in the Lake Charles Storeroom, replaced **Charlene Harper** who left on March 6 to do light housekeeping.

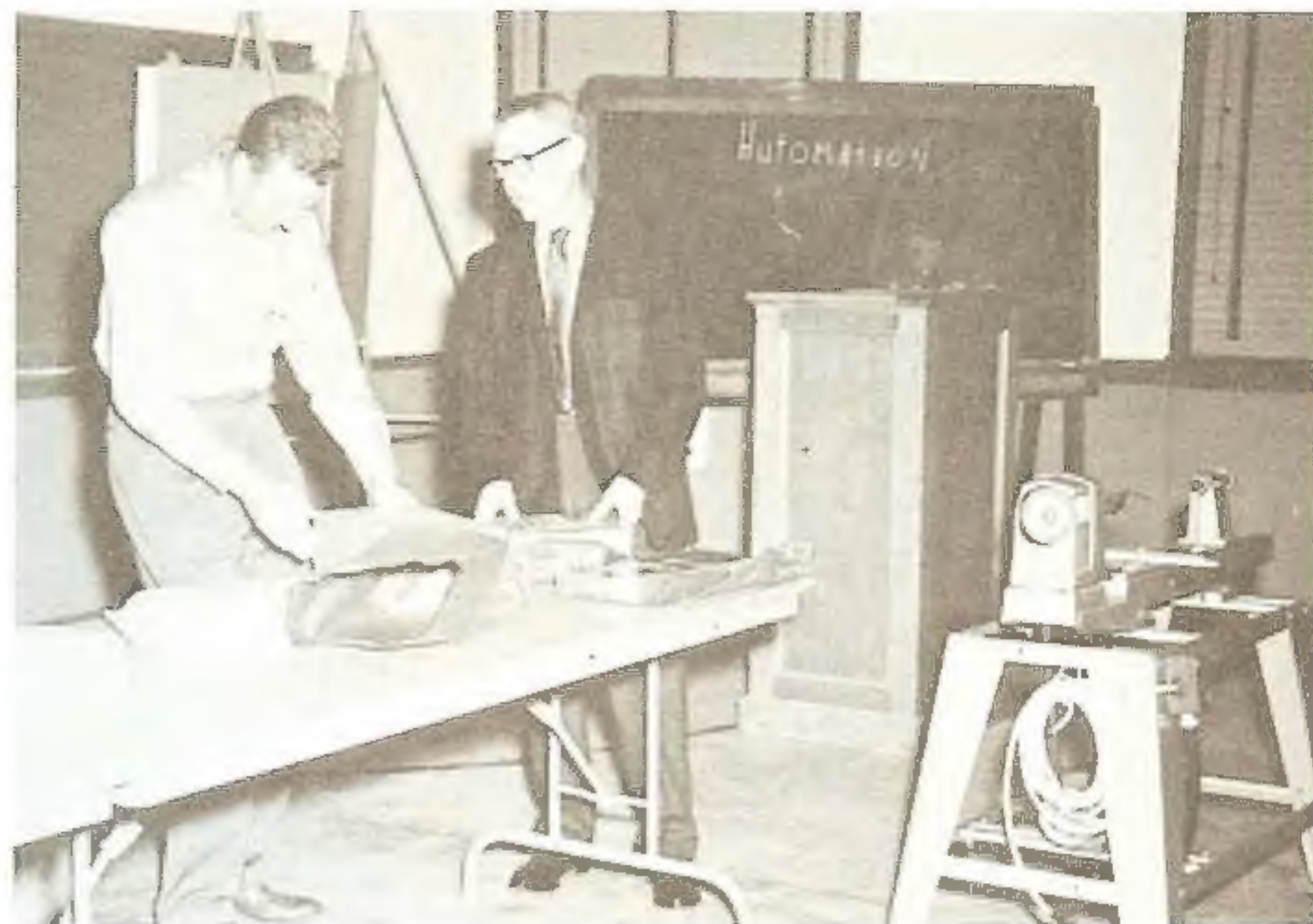
Charles Reifsnider, relayman, first class, and **Ben Miller**, substation mechanic, first class, recently attended the employee information course in Beaumont.

—By Charlene Harper

LOUISIANA STATION

LOUISIANA STATION employees welcomed three new employees,

RETIREMENT PARTY. Employees at Louisiana Station honored **Percy Walters**, right, operating engineer at Louisiana Station who retired February 1, with a retirement party on January 23. **Scofield Davis**, head fireman, presented Mr. Walters with a wood turning lathe, sander and sabre saw from his fellow GSUsers.



recently, **Alfrieda Mitchell**, **James Raymond Vice** and **Ory Duplechein**. **Alfrieda** replaces **Frances Heffner** who resigned in December. **James** is an operator's helper and **Ory** is a mechanic's helper.

Valdermar Westh really enjoyed his recent vacation. He and Mrs. Westh spent a week in New Orleans with their daughter, **Missy**, taking in the Mardi Gras festivities.

RICKY SMITH, thirteen-year-old son of Mr. and Mrs. **Jimmie Smith** (he's a repairman at Louisiana Station) plays trumpet in the Redemptorist High School Band in Baton Rouge. On February 29, **Ricky** auditioned for the L. M. E. A. Music Festival and was awarded a medal with a rating of superior. One month earlier, he auditioned for the East Baton Rouge Parish Junior High School Band directors and was chosen to be in the 1964 All Parish Band. **Ricky** has been playing trumpet for three and one-half years. He is also an honor student at Redemptorist.

—By Joyce Rachal



Dennis Bourge, Jr., 8, son of **Dennis Bourge, Sr.**, Baton Rouge Gas Department meter shop, received his Wolf Badge and Denner Bars at the Boy Scouts Blue and Gold Banquet, February 23.

—By Freda Hargrove



BEAUTIFUL BASS. **Jack Shofner**, artist in System Advertising, Beaumont, landed these two fine bass while on a Sunday fishing trip to Dam B near Woodville, Texas. The pair of beauties weighed about 3½ and 2¾ pounds. They were landed in the Northwest Log Jam. Six smaller bass were also hauled in by Mr. Shofner.



PROUD SMILES. There is a cute little reason, **Ramona Lee**, for the smiles on the faces of **John** and **Sonda Landry**. **Ramona Lee** was born January 24 and was adopted on February 18 by the Landrys. Mr. Landry is employed at Roy S. Nelson Station, Lake Charles.



AND THE SNOW FLEW. These pictures were made February 21 after approximately 3½ inches of snow fell in Huntsville, Texas. (top picture, left) Out in it was the Huntsville line crew at the Huntsville Substation. Left to right are Larry Joe Lee, Wilburn Woods, James L. Wells, Homer H. Grisham, Carrol Joe Heaton, Robert A. Yates and G. B. Boswell, line foreman. (top, right) E. E. Kaltwasser with his snow covered service truck in the rear of the Huntsville Office. (bottom, left) John R. Flynt, serviceman, is ready for duty with his snow laden service truck. (bottom, right) The snow queen of the Huntsville office was Opal Williams. Below is an embankment of snow outside the Huntsville Substation.



Mr. and Mrs. Diedrik J. Telhiard on the birth of their second child, a son, **Thomas Patrick**, on December 28. Mr. Telhiard is an auxiliary operator at Louisiana Station. Mrs. Telhiard is the former Judith Gray Dugas of Baton Rouge.

Mr. and Mrs. Wayne Herndon on the birth of their third child, a son, **Michael Jonathan**, on February 3. Mr. Herndon is an engineer at Louisiana Station. Mrs. Herndon is the former Kathleen Husted of Tulsa, Oklahoma.

Mr. and Mrs. Martin Riggs on the birth of their son, **Stuart Martin**, February 4, in St. Elizabeth Hospital, Beaumont. Mr. Riggs is employed in System Engineering, Beaumont.

Mr. and Mrs. Vincent J. Misuraca on the birth of their daughter, **Vickie Ann**, February 12. Mr. Misuraca is in the Survey Section of the Engineering Department, Baton Rouge.

Mr. and Mrs. Wisner Boudreaux, Jr., on the birth of their daughter, **Rachel Claire**, January 22. Mr. Boudreaux is an equipment operator at Sabine Station.

Mr. and Mrs. Ralph Havard on the birth of their daughter, **Emily Diane**. Mr. Havard is a test technician, second class, at Sabine Station.

Mr. and Mrs. Lannis Tynes on the birth of their second daughter, **Martha Jean**, February 20, in St. Elizabeth Hospital, Beaumont. Besides her sister, **Mary Jane**, she also has a brother, **Lannis Lee, Jr.** Mr. Tynes is an engineer in the System Production Department, Beaumont.

Mr. and Mrs. Dewey L. "Pete" Allbritton on the birth of their daughter, **Alicia Michelle**, January 17. Mr. Allbritton is residential salesman in the Huntsville District.

Mr. and Mrs. Derrick Smith on the birth of their son, **Derrick Wayne**, February 11, in Memorial Hospital, Lake Charles. Mr. Smith is employed at Roy S. Nelson Station.

Mr. and Mrs. Aubrey P. Lee on the birth of their third child and second son, **David Keith**, February 21. Mr. Lee is employed in the Baton Rouge Gas Department meter shop.

Mr. and Mrs. Lee Terro on the birth of their daughter, **Jodie Lynn**, February 18. Mr. Terro is an employee in the Port Arthur T&D. Mr. and Mrs. Terro have two other daughters.

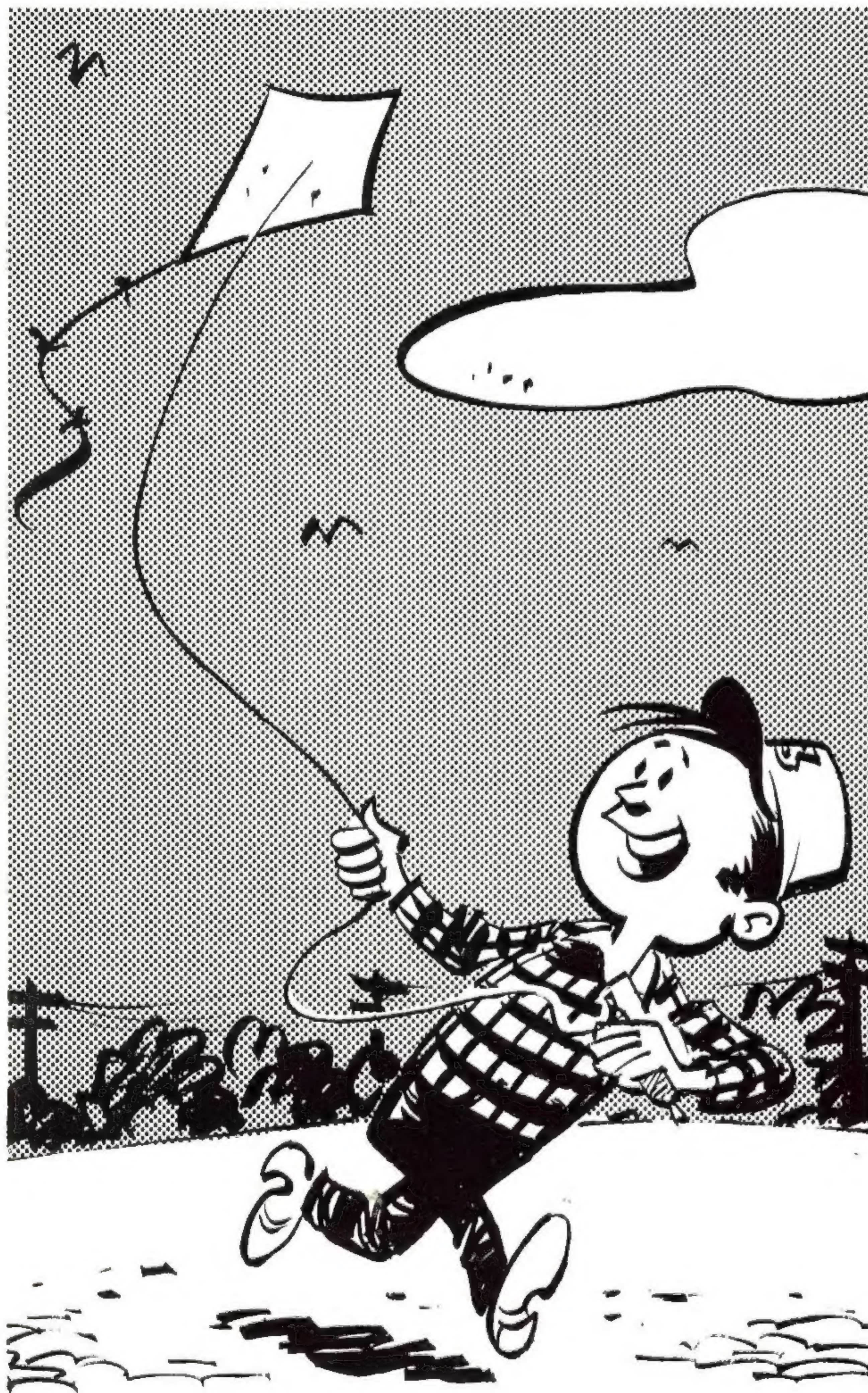
Mr. and Mrs. Houston J. Bourque on the birth of their son, **Gerald Lane**, February 1. Mr. Bourque is a utilityman in the Lake Charles Garage.

Mr. and Mrs. F. B. Larriviere on the birth of their son, **David Louis**, March 8. Mr. Larriviere is an engineer in Relay and Communications Section of System Engineering, Beaumont.

Life is a quest and everyone you meet is on a quest, and if he ever finds a person or a place that can give him guidance, rest assured he will find his way there. —Marcus Bach in **Good Business**.

Before flaring up at the faults of others, pause and count ten—of your own.

Rules for Safer Kite Flying



THE RIGHT WAY TO FLY A KITE. Selecting a good space for kite flying this spring may head off a serious injury. Safety experts remind that numerous injuries occur each year because of youngsters attempting to remove a wayward kite from utility lines, high trees and rooftops.

ONE of the first signs of spring each year is a sky filled with kites.

At first glance, nothing seems so carefree and safe as a child flying a kite. However, inherent hazards in this sport—if ignored by the participant—can make it dangerous.

Modern changes in surroundings such as railroads, expressways and high voltage electric power lines add considerably to natural hazards such as rough ground, ruts and trees.

Caution Urged

Parents are urged to exercise utmost caution when permitting their children to fly kites this spring. Serious injuries occur in this seemingly safe sport every year.

These happen not only while flying kites but also while climbing objects in an attempt to recover a tangled kite worth only a few cents.

Parents and children who read the following recommendations may prevent serious injuries when the biting winds of winter give way to the gentle breezes of spring and kites are seen almost everywhere.

Choose Light Wood

First, lightweight wood should be used in the construction of kite frames. Nails or pins left exposed may cause injury to arms and hands.

As for kite string, stout, dry cord makes the best. Wire or cord containing metal thread can cause a shock if it should come in contact with electric equipment or wires.

Selecting a good, level, open space is very important. The area should be free of wires, poles, trees, large stones, ruts and ditches—all of which may cause injury.

Avoid Rights-of-Ways

Utility and railroad rights-of-way, streets, highways and other areas used by moving vehicles must be avoided.

Roof tops or other elevated structures are unsafe for kite flying unless they are protected by an enclosure high enough to prevent a fall.

It is better to lose a kite than to lose a life. If a kite becomes lodged in wires or a high tree, no attempt should be made to get it down.

Lightning is electricity and wet string a conductor so rainy or threatening weather is not the time for flying kites.

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Public Relations? Who, Me?

YES—you.

You don't have to be in the Sales Department to be concerned with our Company's relations with the public.

Whatever your job, the way you do it helps to make up the *total impression* the Company makes on the public.

A faulty piece of work anywhere along the line . . . a poorly typed letter . . . an abrupt answer over the phone . . . things like these may seem of little account.

But they are bound to effect our relations with the public, offsetting many of the good things we do.

For the fact is that our relations with the public, for better or for worse depend on the *sum total* of what the Company is—not on an "image" we might like to present.

And that *sum total* is made up of the thousands of things done by many people in every kind of job.

